

Certificate of Completion of the
“Digital Marketing Specialist”
Professional Training Course

Tripolko Tatyana has successfully completed the “Digital Marketing Specialist” Professional Training Course at Practicum by Yandex (INO CPE “Yandex EdTech”) – 425 hours.

Registration number
2024-8489-022

Course program:

1. Introduction to Digital Marketing	5 h	Pass	10. Advertising Management	30 h	Pass
2. Foundations of Marketing Analytics	30 h	Pass	11. Quiz Marketing	5 h	Pass
3. Formulating a Business Task	5 h	Pass	12. Using SEO for Websites	30 h	Pass
4. Brand Positioning	30 h	Pass	13. SMM. Content Marketing. Bloggers	30 h	Pass
5. Contextual Advertising: Preparing for Launch	30 h	Pass	14. Email Marketing. CRMs	30 h	Pass
6. Yandex Direct	30 h	Pass	15. Additional Types of Advertising	30 h	Pass
7. Targeted Advertising: Preparing for Launch	30 h	Pass	16. Presentation	5 h	Pass
8. VK Ads and Telegram Ads	30 h	Pass	17. Final Project. A Marketing Plan	45 h	Pass
9. Web Analytics Foundations	30 h	Pass			

Lyudmila Romash,
Representative by Power of Attorney
INO CPE “Yandex EdTech”



Kirill Medvedev,
Director of
INO CPE “Yandex EdTech”



04.11.2024