

CERTIFICATE OF CONCLUSION



JULIA DE PAOLA DALCIN

completed the online course with an estimated total of 12 hours.

Completed on June 29, 2022

Course_

**DIGITAL MARKETING: EXPLORING THE
CONCEPTS**

alura

Handwritten signature of Guilherme Silveira in white ink.

Guilherme Silveira
Coordinator

Handwritten signature of Paulo Silveira in white ink.

Paulo Silveira
CEO



<https://cursos.alura.com.br/certificate/59ef6ec9-4e13-4a68-b2a5-1716ffb29c75>

cursos

CLASSES

- Introduction to Branding
- Understanding the consumer and creating our identity
- Jungian archetypes
- Brand positioning
- Brand strategies
- Cases
- Repositioning and Lovemarks

58 out of 58 activities were completed.