



**Certificate of Completion of the
Digital Marketing Specialist
Professional Training Course**

Nikita Sizov has successfully completed the Digital Marketing Specialist Professional Training Course at Practicum by Yandex (INO CPE "Yandex EdTech) – 332 hours.

Registration number
20232IM00265

Course program:

1. Introduction to Marketing	2 h	Pass	8. Advertising on myTarget	25 h	Pass
2. Foundations of Marketing Analytics	25 h	Pass	9. Web Analytics	25 h	Pass
3. Brand	25 h	Pass	10. Advertising Management	25 h	Pass
4. Contextual Advertising: Preparing for a Launch	25 h	Pass	11. SEO Techniques	25 h	Pass
5. Advertising on Yandex Direct	25 h	Pass	12. Email Marketing	25 h	Pass
6. Targeted Advertising: Preparing for a Launch	25 h	Pass	13. Additional Types of Advertising	25 h	Pass
7. Advertising on VKontakte	25 h	Pass	14. Final Project: Marketing Plan	30 h	Pass

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



Sergey Brazhnik,
Director of
INO CPE "Yandex EdTech"



11.07.2023