

HONORABLE MENTION

This honorable mention is issued by SoftUni Digital to acknowledge that

Simona Svilenova Dalgicheva

has successfully completed a course

Marketing Basics - July 2026

with **6.00 / 6.00**



Issue date: 20/07/2026

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COURSE CURRICULUM:

Topic	Hours
Introduction to the World of Marketing, Types of Marketing and Channels	3
"Client is King": Target Audience - Definition	3
"How to Not Sell Products, but Solve Problems?": Value Proposition and SWOT Analysis	3
Marketing Strategy and Marketing of the Future	3



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