



# Certificate

**Birgit Bortoluzzi**  
born [REDACTED]

attended from 01.11.2023 until 21.10.2024  
the distance education program (ZFU No. 7199309c)

## Certified Marketing Manager (DAM)

at Deutsche Akademie für Management (DAM), and successfully completed twelve assignments and a thesis (485 hours) according to the study regulations of DAM.

Assignment	Result	Evaluation*
1275 Entrepreneurship		accredited**
1341 Leadership	1,0	excellent
1401 Market-oriented Sustainability Management	1,0	excellent
3116 Marketing Management Basics	1,0	excellent
3136 Marketing Strategy	1,3	excellent
3167 Business-to-Consumer-Marketing und Consumer Behavior	1,0	excellent
3186 Market Research	1,3	excellent
3255 Marketing Controlling	1,3	excellent
3265 Service Marketing	1,0	excellent



3295 International Marketing	1,0	excellent
3341 Social-Media-Marketing		accredited**
3381 Online Law	1,0	excellent
3401 Innovation Management	1,0	excellent
4531 Event Management		accredited**
Thesis		
Personalisierte Medizin eine gesamtgesellschaftliche Aufgabe „Medizin und Medical Medium zwei essentielle Welten, die es im Rahmen von gesundheitsbezogenem Handeln ein Stück zu einen gilt“	1,0	excellent
<b>Final grade</b>	<b>1,1</b>	<b>excellent</b>

Berlin, 01.11.2024



Prof. Dr. Dr. Victor Tiberius, MBA  
Geschäftsführender Direktor

\*\* Equivalent exams may be accredited according to the study regulations of DAM § 9.

According to a self-assessment in accordance to the classification model of the Forum Distance E-Learning association, this degree can be classified at level 5 of the German Qualification Framework (DQR).

3,5 CEU points were earned for each completed module, and an additional 10 CEU points were earned for the thesis. The DAM Professional School SE is certified by TÜV Nord according to DIN ISO 21001.

\* Verbal assessments are based on the ECTS grading system recommended by the 191st plenary session of the German Rectors' Conference:

1,0 bis 1,5 – hervorragend (A – excellent)	1,6 bis 2,0 – sehr gut (B – very good)	2,1 bis 3,0 – gut (C – good)
3,1 bis 3,5 – befriedigend (D – satisfactory)	3,6 bis 4,0 – ausreichend (E – sufficient)	4,1 bis 5,0 – nicht bestanden (FX/F – fail)