

FSPAC- Referent

Tematica probei scrise:

- Managementul reputației în Publicitate și PR Online
- Algoritmi în publicitatea organică și anorganică pe Facebook și Instagram
- Strategii de Social Media Management
- Google Analytics: analiză tehnică de platformă
- Viitorul website-urilor în industria publicității
- Search Engine Optimization (SEO) și Search Engine Advertising (SEA sau SEM) on SERP
- KPI esențiali în activitatea publicitară pe Social Media
- Optimizarea ratei de conversie în Publicitate și PR Online

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