Essentials of Marketing

This is to certify that

Alex Downie

has successfully completed the Arts Marketing Association's

Essentials of Marketing

Modules covered:

- The Role of Marketing
- Understanding your Audiences
- Knowing your Brand
- Campaign Planning
- The Marketing Mix
- Monitoring and Evaluation

Date: 06 Mar 2026

Signed:

Cath Hume
Arts Marketing Association
Chief Executive Officer