



**UNIVERSITAS IPWIJA**

SK Kemendikbudristek RI No. 627/E/O/2022

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 UNIVERSITAS IPWIJA

**SURAT TUGAS KEGIATAN PELATIHAN**  
**No. 2407.0221/R-IPWIJA/PKD/VII/2024**

Dengan Hormat,

Bahwa sehubungan dengan akan diadakannya pelatihan dengan tema “*Google Digital Marketing & E-commerce*” yang diselenggarakan oleh Google, Digitalent dan Kominfo, maka Rektor Universitas IPWIJA menugaskan kepada dosen dibawah ini, yaitu:

Nama : Wawan Sismadi. S.Kom., M.Kom.  
NIDN : 0316087708  
Jabatan Akademik : Tenaga Pengajar

Untuk mengikuti kegiatan tersebut secara online, yang akan diselenggarakan pada:

Hari,Tanggal : Senin, 22 Juli 2024  
Waktu : 08.00 s/d 16.00 WIB  
Media : *Zoom Meeting*

Demikian surat tugas ini disampaikan untuk dapat dilaksanakan dengan penuh tanggung jawab.

Jakarta, 18 Juli 2024

Rektor



**Ir. Besar Agung Martono, M.M., D.B.A.**

**NIDN. 0315036703**



7 Courses

**Foundations of Digital Marketing and E-commerce**

**Attract and Engage Customers with Digital Marketing**

**From Likes to Leads: Interact with Customers Online**

**Think Outside the Inbox: Email Marketing**

**Assess for Success: Marketing Analytics and Measurement**

**Make the Sale: Build, Launch, and Manage E-commerce Stores**

**Satisfaction Guaranteed: Develop Customer Loyalty Online**



Jul 22, 2024

## Wawan Sismadi

has successfully completed the online, non-credit Professional Certificate

# Google Digital Marketing & E-commerce

Those who earn the Google Digital Marketing & E-commerce Professional Certificate have completed seven-courses, developed by Google, that include hands-on, practice-based assessments and are designed to prepare them for entry-level roles in the field. They are competent in foundational skills in digital marketing and e-commerce.

Amanda Brophy  
Global Director of  
Google Career  
Certificates

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

Verify this certificate at:

<https://coursera.org/verify/professional-cert/JW8ZV5NWBK6F>