



COPY

COLLEGIUM HUMANUM – WARSAW MANAGEMENT UNIVERSITY
HEADQUARTERED IN WARSAW

DIPLOMA

**OF COMPLETION OF THE
POST – GRADUATE STUDIES**

ISSUED IN THE REPUBLIC OF POLAND

Mr./Ms. **Markus Zametter**
(full name)

born on **18.06.1988** (date) in **Villach (Austria)**

has completed in **2023** (year) **II** - semesters post-graduate studies
(number of semesters)

Doctor of Business Administration (DBA)
in Mobile and Digital Marketing

with result **very good (the highest score)**



RECTOR
Pawel Czarniecki
Full Prof. Pawel Czarniecki, PhD.
MBA, LL.M., DBA, MPH, Dr. h.c. mult.
(stamp and signature)

Number of Diploma: **104/2023/N**

WARSAW, 15.02.2023

CH 0014059



Subject	No. of hours (theoretical classes)	No. of hours (practical classes)	No. of ECTS
Web analytics, Google Ads	5	5	5
Copyright and GDPR	5	5	4
Mobile & Digital Marketing	10	4	4
Media and advertising research	10	2	5
Digital TV- advertising and commercial aspects	10	2	5
Digital Innovations	10	4	4
Influencer Marketing & Social Media	10	4	4
Media communications	10	4	5
Marketing	10	2	5
Project management	10	2	4
Leadership, coaching and mentoring	10	2	5
Talent and HR management	10	2	5
Business ethics and CSR	10	2	5
Total	120	40	60



COLLEGIUM HUMANUM – SZKOŁA GŁÓWNA MENEĐŻERSKA
Z SIEDZIBĄ W WARSZAWIE

ŚWIADECTWO

UKOŃCZENIA STUDIÓW PODYPLOMOWYCH

WYDANE W RZECZYPOSPOLITEJ POLSKIEJ

Pan(i) **Markus Zametter**

(imię/imiiona i nazwisko)

urodzony(a)..... **18.06.1988** (data) w..... **Villach (Austria)**

ukończył(a) w **2023** roku **II** -semestralne studia podyplomowe w zakresie
(liczba semestrów)

Doctor of Business Administration (DBA)
in Mobile and Digital Marketing

z wynikiem **bardzo dobrym**



REKTOR

prof. dr hab. Paweł Czarnecki,
MBA, LL.M., DBA, MPH, Dr.h.c. mult.
(PIECZĘĆ IMIENNA REKTORA)

Numer świadectwa: **104/2023/N**.....

WARSZAWA, 15.02.2023

CH 0014060



Przedmiot	Liczba godzin (zajęcia teoretyczne)	Liczba godzin (zajęcia praktyczne)	Punkty ECTS
Analityka webowa, Google Ads	5	5	5
Prawo autorskie i RODO	5	5	4
Mobile&Digital Marketing	10	4	4
Badania w mediach i reklamie	10	2	5
TV Digital- aspekty reklamowe i komercyjne	10	2	5
Digital Innovations	10	4	4
Influencer Marketing & Media społecznościowe	10	4	4
Komunikacja medialna	10	4	5
Marketing	10	2	5
Zarządzanie projektami	10	2	4
Przywództwo, coaching i mentoring	10	2	5
Zarządzanie talentami i HR	10	2	5
Etyka biznesu i CSR	10	2	5
Suma	120	40	60

Warsaw, 24 MAJ 2023

The Polish National Agency for Academic Exchange sends certified documents.

Department for Recognition of Education
Polish National Agency for Academic Exchange



The National Agency for Academic Exchange
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e-mail: biuro@nawa.gov.pl

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APOSTILLE
(Convention de La Haye du 5 octobre 1961)

1. Państwo / Country: **Rzeczpospolita Polska**
Niniejszy dokument urzędowy / This public document
2. podpisany został przez
has been signed by **Paweł Czarnecki**
3. działającego w charakterze
acting in the capacity of **Rektor**
4. zaopatrzone jest w pieczęć/stempel
bears the seal/stamp of **Collegium Humanum - Szkoła Główna Menedżerska**

Poświadczony / Certified

5. w / at Warszawa
6. dnia / the **2023-05-23**
7. przez / by Narodowa Agencja Wymiany Akademickiej
8. Nr / N° **1211/2023**
9. Pieczęć/stempel
Seal/stamp:
10. Podpis:
Signature:



Narodowa Agencja Wymiany Akademickiej
Starszy Specjalista

z up. Agnieszka Świtła
Agnieszka Świtła

Liczba godzin (zajęcia praktyczne)	Punkty ECTS
5	5
5	4
4	4
2	5
2	5
4	4
4	4
4	5

Komunikacja i negocjacje			
Marketing	10	2	5
Zarządzanie projektami	10	2	4
Przywództwo, coaching i mentoring	10	2	5
Zarządzanie talentami i HR	10	2	5
Etyka biznesu i CSR	10	2	5
Suma	120	40	60



Alfred Nobel Open Business School Switzerland

Collegium Humanum Warsaw Management University



COLLEGIUM HUMANUM
WARSAW MANAGEMENT UNIVERSITY

EVALUATION FORM

Student's name:	Markus Zametter
Faculty:	DBA in Digital and Mobile Marketing

Title of dissertation: Effective Digital Marketing in an Age of Privacy Concerns and Data Protection Regulations

Supervisor's name: Marta Kreidlmayer Dr. B.A.

Reviewer of dissertation: Marta Kreidlmayer Dr. B.A.

Evaluation of dissertation:

Introduction, Research Problem, Purpose of the study:	0 – 25 points	25 points
Literature review:	0 – 20 points	20 points
Research design and methodology:	0 – 20 points	20 points
Result, Analysis and Evaluation of findings:	0 – 10 points	10 points
Conclusions:	0 – 8 points	8 points
Recommendations:	0 – 10 points	10 points
The style of the dissertation: Bibliography and appendices:	1 – 7 points	7 points
Total:	100 points	100 points

Grade of dissertation: VERY GOOD (the highest score)

Date of dissertation defense: 30 January 2023

Members of the Board:

Name :	Position :
Marta Kreidlmayer Dr.B.A.	Dean, Chairwoman of the Board
Eszter Döbrösy	Executive Coach, Senior Lecturer
Zsuzsa Galgóczi	International Partnerships Director, Registrar

Questions at the defense:

1. Please summarize what your dissertation is about in 5 – 10 sentences. Can you explain how you came to choose this topic and what your inspiration was behind this study?
2. How did you design your research study?
3. What methodology have you chosen in your research and why?
4. What about your key findings?
5. What conclusions have you drawn at the end of your dissertation?

Evaluation of the other Board members:

In his dissertation, Marcus explored the connection between the effectiveness of digital marketing and the recent introduction of stricter data protection regulations in the EU (GDPR). The thesis examines the subject both from a business perspective, as well as from the individual user's point of view. The research aims to establish the key factors contributing to effective digital marketing in this new era.

The author carried out a thorough literature review before conducting his primary research. He used separate surveys targeting four different stakeholder groups: digital marketing experts, data protection experts, business owners and private internet users. The quantitative method was augmented by two expert interviews. The author explained the privacy paradox and analyzed the approaches of Facebook and Linked-in towards user privacy. Based on the research, the key components of effective digital marketing in the era of the GDPR have been successfully identified.

The summary and conclusions were solid and substantiated, with the author adding his own assessments and views. The presentation was clear, focused and engaging. Great work, well done!

Grade: Very Good (the highest score)

Evaluation of the Chairwoman of the Board:

Presentation of the dissertation:	0-20 points	20 points
Defending the dissertation based on the questions asked on the spot:	0-50 points	50 points
Professional analysis, reasoning and communication skills:	0-10 points	10 points
Ability to argue professionally and think complexly:	0-10 points	10 points
Ability to analyze problems:	0-10 points	10 points
Total:	100 points	100 points

Evaluation of the dissertation (dissertation and defense):

Final Grade: Very Good (the highest score)

Zurich, 30. 01. 2023.



(Rector)



(Dean, Chairwoman of the Board)



(Member of the Board)

Feedback on dissertation defense:

- 1.The dissertation defense has professionally and creatively covered the content of the academic piece of work.
- 2.The research approach has been well grounded, supported by sufficient theoretical background.
- 3.The research proposal is academically developed, reflects a thorough and feasible research plan.
- 4.The available research methods have been thoroughly considered and assessed, the most efficient ones applied in the presentation.
- 5.The evaluation of the research methods, techniques and findings proves the remarkably high level of knowledge in the field.
- 6.The structure and main points of your argument are stated explicitly and clearly at the outset and again in summary.
- 7.The conference dissertation defense has led to valid conclusions which have been analysed progressively.
- 8.The conclusions and results have been presented clearly.

Final score: very good (the highest score)

Sincere congratulations,

Regards,
Marta Kreidlmayer Dr.B.A.
Dean
Head of Department

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COLLEGIUM HUMANUM
WARSAW MANAGEMENT UNIVERSITY
ALFRED NOBEL OPEN BUSINESS SCHOOL

THE H.M. RECTOR OF THE COLLEGIUM HUMANUM - WARSAW MANAGEMENT UNIVERSITY, AND THE H.E. PRESIDENT OF THE ALFRED NOBEL OPEN BUSINESS SCHOOL, ACTING WITH THE CONSENT OF THE HONORABLE AND REVEREND THE BOARD OF OVERSEAS HAVE CONFERRED ON THE DEGREE OF POST GRADUATE STUDIES

DOCTOR OF BUSINESS ADMINISTRATION (DBA)

IN
MOBILE & DIGITAL MARKETING

upon
MR. MARKUS ZAMETTER

born on June 18, 1988 in Villach (Austria)

WHO HAS HONORABLY FULFILLED ALL THE REQUIREMENTS
PRESCRIBED BY UNIVERSITIES FOR THIS DEGREE AWARDED AT
THE COLLEGIUM HUMANUM - WARSAW MANAGEMENT UNIVERSITY

H.E. President

EDUCATION PROF. GÁLGÓCZI FERENC DBA

H.M. Rector

FULL PROF. PAWEŁ CZARNIECKI, PhD,
MBA, MPH, LL.M., DBA, DR. H.C. ABLL

THE FIFTEENTH DAY OF FEBRUARY TWO THOUSAND TWENTY-THREE
WARSAW, THE REPUBLIC OF POLAND
NUMBER OF DIPLOMA: 106/2023/N

