

Great work, but you need to modify your slides a bit before validation.

1. Describe the role of marketing in a modern business

✓ Validated

Comments: Clear understanding of the role of marketing in a modern business.

2. Describe the role of digital marketing in a modern business

✓ Validated

Comments : Clear understanding of the differences between traditional and digital marketing.

3. Identify new content trends

✓ Validated

Comments: Interesting trends spotted from different sources. Especially subscriptions on Telegram.

4. Adopt a lifelong learning mindset

✓ Validated

Comments : good overview of the whole path. He has a clear understanding of the lifelong learning mindset.

Deliverables

Strengths:

- The presentation is clear, light, and well organized.
- Not too much to read but enough to be a good complement to the oral presentation.

Axis of improvement :

- Improve the aesthetic of the presentation, how to use title slides to divide the presentation. Have you tried the course "Improve Your

Presentation Skills"? It just needs to be a little more glamorous/more attractive. I recommend reworking your documents.

Presentation

Comments: Patrick has a professional attitude and a good way of introducing the topic.