

**Media Contact:**

Chris Blake  
MSR Communications  
Phone: +1-818-261-6106  
E-mail: [chris@msrcommunications.com](mailto:chris@msrcommunications.com)

## Kentico Introduces Digital Marketing University for Entry-Level Marketers

**Nashua, New Hampshire, USA, April 2, 2013 – [Kentico Software](#), the Web Content and Customer Experience Management provider, today introduced Digital Marketing University, a new educational program and community where aspiring and entry-level marketers can go to take courses, share ideas, discuss best practices and grow their skills.**

“With our new Digital Marketing University program, we want to show just how much Kentico loves marketers,” said Thomas Robbins, Chief Evangelist at Kentico. “We and our large community of digital agencies and marketing professionals have so much to offer new marketing professionals in terms of education, resources and networking. Any ‘student’ of our Digital Marketing University will get a big leg up as they begin their journey into the exciting world of marketing.”

Whether they’re in school, about to graduate, entering the job market for the first time, or simply looking to switch careers, registered Digital Marketing University participants can choose from a variety of courses, best practices, and other content that teach everything from marketing 101, to how to create a marketing plan, build a social community, and more. Whereas other marketing websites tend to feature content that is more niche-oriented, advanced, or vendor-focused, Digital Marketing University content and contributors are hand-selected with one goal in mind: to give marketing newcomers all they’ll need to pave the way for long, successful careers.

Kentico’s Digital Marketing University is now live at: <http://www.digital-marketing-university.com>. As part of a two-phased launch, the site currently features:

- Contributed blogs and articles
- Best practices, career advice and more from seasoned professionals
- User-submitted video and audio content
- Course materials that include self-paced video, self-study guides, and discussion areas.
- Job boards

By summer, the site will continue to add additional course materials, an enhanced comprehensive media library, video courses, blogs, webinar and conference event pages, forums, and more.

“Kentico is committed to providing the resources, connections, and exchange of ideas that aspiring marketers need to become the job candidates today’s organizations are clamoring for,” added Kentico Founder and CEO Petr Palas. “With Digital Marketing University, we’re showing that we’re serious about that commitment.”

### About Kentico CMS

Kentico CMS is an enterprise Web [Content Management System](#) and **Customer Experience Management** System that provides a complete set of features for building websites, [intranets](#), community sites and e-commerce solutions on the Microsoft ASP.NET platform on premise or in the cloud. It supports mobile websites, SEO, document management, **online marketing tools**, multilingual websites, multisite management and it ships with 70 modules, 400 configurable Web parts and source code available.

**Kentico CMS** customers can expect a highly **flexible** platform with a uniquely **easy-to-use** user interface. It’s currently used by more than 16,000 websites in 90 countries. The clients include Microsoft, Guinness, Chiquita, Vodafone, O2, Orange, Brussels Airlines, Mazda, Ford, Subaru, Isuzu, Samsung, Gibson, ESPN, DKNY, Abbott Labs, Medibank, Ireland.ie and others.

### About Kentico Software

Kentico Software ([www.kentico.com](http://www.kentico.com)) helps clients create successful dynamic websites, **intranets**, community sites and **e-commerce solutions** using Kentico CMS for ASP.NET. It’s committed to deliver a full-featured, enterprise-class, stable and scalable Web Content Management solution on the Microsoft .NET platform. Founded in 2004, Kentico is headquartered in the Czech Republic and has offices in the United States (Nashua, NH and Seattle, WA), United Kingdom (Reading) and Sydney (Australia). Since its inception, Kentico has continued to rapidly expand the Kentico CMS user base worldwide. Its partner network consists of 1,200 partners in 80+ countries. Kentico Software is a **Microsoft Gold Certified Partner**. In 2010, Kentico was named the fastest growing technology company in the Czech Republic in the **Deloitte Technology FAST 50 awards**. In 2012, Kentico Software was named global Microsoft Partner of the Year Finalist in the ISV/Software Solutions Industry category.

All product and company names herein may be trademarks of their respective owners.

---

