coursera

coursera.org

JANUARY 14, 2014

Statement of Accomplishment

MAKSIM KHROMOV

HAS SUCCESSFULLY COMPLETED THE UNIVERSITY OF PENNSYLVANIA'S ONLINE OFFERING OF



An Introduction to Marketing

This is a graduate level introduction to the concepts of Marketing. The course focuses on branding, customer centricity and go-to-market strategies.

PETER FADER, PROFESSOR OF MARKETING AND CO-DIRECTOR OF THE WHARTON CUSTOMER ANALYTICS INITIATIVE

BARBARA E. KAHN, PROFESSOR OF MARKETING AND DIRECTOR, JAY H. BAKER RETAILING CENTER

DAVID R. BELL, PROFESSOR OF MARKETING

PLEASE NOTE: THIS ONLINE OFFERING DOES NOT REFLECT THE ENTIRE CURRICULUM OFFERED TO STUDENTS ENROLLED AT THE UNIVERSITY OF PENNSYLVANIA. THIS STATEMENT DOES NOT AFFIRM THAT THIS STUDENT WAS ENROLLED AS A STUDENT AT THE UNIVERSITY OF PENNSYLVANIA IN ANY WAY. IT DOES NOT CONFER A UNIVERSITY OF PENNSYLVANIA GRADE; IT DOES NOT CONFER UNIVERSITY OF PENNSYLVANIA CREDIT; IT DOES NOT CONFER A UNIVERSITY OF PENNSYLVANIA DEGREE; AND IT DOES NOT VERIFY THE IDENTITY OF THE STUDENT.