

NOVEMBER 11, 2013

Statement of Accomplishment

**DAVID NICHOLAS
WESTERMAN**

HAS SUCCESSFULLY COMPLETED NORTHWESTERN UNIVERSITY'S ONLINE OFFERING OF



Understanding Media by Understanding Google

Through rigorous study of one of the biggest success stories of the Internet era--Google--this course teaches students how to understand the tactics that media companies, journalists, marketers, politicians, and technologists use to reach them and affect their behavior.

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PROFESSOR OWEN R. YOUNGMAN
KNIGHT CHAIR IN DIGITAL MEDIA STRATEGY
MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED
MARKETING COMMUNICATIONS
NORTHWESTERN UNIVERSITY

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