



Apr 29, 2024

Chirayu Tongra

has successfully completed

The Digital Marketing Revolution

an online non-credit course authorized by University of Illinois at Urbana-Champaign and offered through Coursera

A handwritten signature in black ink, reading 'Aric Rindfleisch'.

Aric Rindfleisch  
John M. Jones Professor of Marketing and Area Chair, Marketing and Vernon Zimmerman Faculty Fellow and Executive  
Director of Illinois MakerLab  
Gies College of Business  
University of Illinois at Urbana-Champaign

A handwritten signature in black ink, reading 'Stan Kagan'.

COURSE  
CERTIFICATE



Verify at:  
<https://coursera.org/verify/9FACETDJLP7N>

Coursera has confirmed the identity of this individual and their participation in the course.



Apr 26, 2024

Chirayu Tongra

has successfully completed

Marketing in a Digital World

an online non-credit course authorized by University of Illinois at Urbana-Champaign and offered through Coursera

A handwritten signature in black ink, reading 'Aric Rindfleisch'.

Aric Rindfleisch  
John M. Jones Professor of Marketing and Area Chair, Marketing and Vernon Zimmerman Faculty Fellow and Executive  
Director of Illinois MakerLab  
Gies College of Business  
University of Illinois at Urbana-Champaign

A handwritten signature in black ink, reading 'Stan Kagan'.

COURSE  
CERTIFICATE



Verify at:  
<https://coursera.org/verify/K2MMZJG9VJ4K>

Coursera has confirmed the identity of this individual and their participation in the course.



Apr 26, 2024

**Chirayu Tongra**

has successfully completed

**Digital Marketing Analytics in Theory**

an online non-credit course authorized by University of Illinois at Urbana-Champaign and offered through Coursera

A handwritten signature in black ink, consisting of a stylized 'K' followed by a horizontal line.

Kevin Hartman  
Adjunct Instructor of Business Administration  
Gies College of Business  
University of Illinois at Urbana-Champaign

COURSE  
CERTIFICATE



Verify at:  
<https://coursera.org/verify/2J3QQDAXTE7T>

Coursera has confirmed the identity of this individual and their participation in the course.



Apr 2, 2024

Chirayu Tongra

has successfully completed with honors

Digital Marketing Analytics in Practice

an online non-credit course authorized by University of Illinois at Urbana-Champaign and offered through Coursera

A handwritten signature in black ink, consisting of a stylized 'K' followed by a horizontal line.

Kevin Hartman  
Adjunct Instructor of Business Administration  
Gies College of Business  
University of Illinois at Urbana-Champaign

COURSE  
CERTIFICATE

WITH HONORS



Verify at:  
<https://coursera.org/verify/TG6VDMGPS6TH>

Coursera has confirmed the identity of this individual and their participation in the course.





Apr 28, 2024

Chirayu Tongra

has successfully completed

Digital Media and Marketing Strategies

an online non-credit course authorized by University of Illinois at Urbana-Champaign and offered through Coursera

A handwritten signature in black ink, appearing to read 'Mike Yao'.

Mike Yao  
Associate Professor of Digital Media  
Charles H. Sandage Department of Advertising

COURSE  
CERTIFICATE



Verify at:  
<https://coursera.org/verify/KA54KZRHE9HZ>

Coursera has confirmed the identity of this individual and their participation in the course.



Apr 26, 2024

Chirayu Tongra

has successfully completed

Digital Media and Marketing Principles

an online non-credit course authorized by University of Illinois at Urbana-Champaign and offered through Coursera

A handwritten signature in black ink, appearing to read 'Mike Yao'.

Mike Yao  
Associate Professor of Digital Media  
Charles H. Sandage Department of Advertising

COURSE  
CERTIFICATE



Verify at:  
<https://coursera.org/verify/PLM7359KUMZU>

Coursera has confirmed the identity of this individual and their participation in the course.



May 1, 2024

**Chirayu Tongra**

has successfully completed

**Digital Marketing Capstone**

an online non-credit course authorized by University of Illinois at Urbana-Champaign and offered through Coursera

Three handwritten signatures in black ink, arranged horizontally. The first signature is 'Aric Rindfleisch', the second is 'Rhiannon Clifton', and the third is 'Vishal Sachdev'.

Aric Rindfleisch, John M. Jones Professor of Marketing, Kevin Hartman, Instructor of Department of Business Administration, Rhiannon Clifton, Program Director at Charles H. Sandage Department of Advertising, Vishal Sachdev, Director of Illinois MakerLab

COURSE  
CERTIFICATE



Verify at:

<https://coursera.org/verify/P25SP7SVJNEB>

Coursera has confirmed the identity of this individual and their participation in the course.



7 Courses

**The Digital Marketing Revolution**

**Marketing in a Digital World**

**Digital Marketing Analytics in Theory**

**Digital Marketing Analytics in Practice**

**Digital Media and Marketing Principles**

**Digital Media and Marketing Strategies**

**Digital Marketing Capstone**



May 1, 2024

**Chirayu Tongra**

has successfully completed the online, non-credit Specialization

## Digital Marketing

This Specialization covers the concepts, tools, and techniques you need to both communicate with customers in a systematic and integrated way using multi-media channels and to create effective targeted promotional campaigns.

Aric Rindfleisch, John M. Jones Professor of Marketing; Kevin Hartman, Head of Industry at Google; Mike Yao, Interim Head of the Charles H. Sandage Department of Advertising and Associate Professor of Digital Media; Vishal Sachdev, Director of Illinois MakerLab

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

Verify this certificate at:

<https://coursera.org/verify/specialization/ZBGUSUK2AG8B>