

JULY 21, 2014

# Statement of Accomplishment

## KLAAS JORIS SCHUT

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.

A handwritten signature in black ink, appearing to read 'D. Bell'.

DAVID R. BELL, PROFESSOR OF MARKETING

A handwritten signature in black ink, appearing to read 'Peter Fader'.

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

A handwritten signature in black ink, appearing to read 'Barbara Kahn'.

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

THIS STATEMENT OF ACCOMPLISHMENT IS NOT A UNIVERSITY OF PENNSYLVANIA DEGREE; AND IT DOES NOT VERIFY THE IDENTITY OF THE STUDENT; 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 ANY CREDENTIAL TO THE STUDENT.