



ONLINE

06/30/2020

Jay Shapiro

has successfully completed

Introduction to Marketing

an online non-credit course authorized by University of Pennsylvania and offered through Coursera

Three handwritten signatures in black ink, corresponding to Barbara E. Kahn, Peter Fader, and Jagmohan S. Raju.

Barbara E. Kahn, Peter Fader, Jagmohan S. Raju

COURSE CERTIFICATE



Verify at coursera.org/verify/7Y65HJP4NLAU

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

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