

JULY 21, 2014

Statement of Accomplishment

ADITYA HRISHIKESH

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 'David Bell'.

DAVID BELL
PROFESSOR OF MARKETING
WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

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

PETER FADER
PROFESSOR OF MARKETING , THE WHARTON SCHOOL

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

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

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