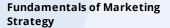


4 Courses



Fundamentals of International Business

Operations Systems Excellence

Consumption, Marketing and Culture



Apr 13, 2023

Yasser Shawdfy

has successfully completed the online, non-credit Specialization

Business and Marketing Strategies

In this Specialization, learners developed knowledge and skills in the interconnected spheres of business and marketing. Business topics covered included globalization, internationalization processes, operations strategy and process design. Marketing topics focused on consumers and the environment, markets, ideology and gender, and digital consumer culture.

Dr Dominic Appiah Lecturer in Marketing

Dr Mariya Eranova Senior Lecturer

Refer

Professor of Technology

Prof Alan Pilkington

Management

Prof Alan Bradshaw School of Management

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