

JANUARY 14, 2015

Statement of Accomplishment

WITH DISTINCTION

JUAN JOSÉ MONTERO

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.

DAVID BELL
PROFESSOR OF MARKETING
WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

PETER FADER
PROFESSOR OF MARKETING , THE WHARTON SCHOOL

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.