



3 Courses

Retail Marketing Strategy

Managing Human Capital in
Retail

Retail Digital Supply Chain



ONLINE

Mar 29, 2022

SHOBHIKA BHARTI

has successfully completed the online, non-credit Specialization

Omnichannel Retail Strategy

Learners who have earned the certificate in the Omnichannel Retail Strategy Specialization have learned how to navigate the disruption in retail marketing caused by COVID-19 and to develop a framework to create a competitive strategy that follows a customer-centric approach to marketing. They know the fundamentals of human capital management in retail and have reviewed practices that drive organizational success. They have also assessed supply chain fundamentals, concentrating on the impact that digital transformation has had in retail. Learners are able to utilize meaningful retail analytics in order to generate value for retailers and their supply chains.

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

Matthew Bidwell
Associate Professor of
Management
The Wharton School
University of
Pennsylvania

Barbara E. Kahn,
Professor of Marketing
and Director, Jay H.
Baker Retailing Center

Santiago Gallino,
Charles W. Evans
Distinguished Faculty
Scholar Associate
Professor of
Operations, Information
and Decisions

Verify this certificate at:

<https://coursera.org/verify/specialization/84JHZ3EG7N5K>