



# ONLINE

Jul 30, 2021

## Srikanth Deti

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, reading from left to right: Barbara E. Kahn, Peter Fader, and Jagmohan S. Raju.

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

## COURSE CERTIFICATE



Verify at [coursera.org/verify/BBS2MFV96YYQ](https://coursera.org/verify/BBS2MFV96YYQ)

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.

# Introduction to Marketing

by University of Pennsylvania

## About this Course

Taught by three of Wharton's top faculty in the marketing department, consistently ranked as the #1 marketing department in the world, this course covers three core topics in customer loyalty: branding, customer centricity, and practical, go-to-market strategies.

### ▼ More

You'll learn key principles in

- Branding: brand equity is one of the key elements of keeping customers in a dynamic world in which new startups are emerging constantly.
- Customer centricity: not synonymous with customer service, customer centricity starts with customer focus and need-gathering.
- Go-to-market strategies: understand the drivers that influence customers and see how these are implemented prior to making an investment.



Taught by:

**Barbara E. Kahn**, Professor of

Marketing and Director, Jay H. Baker  
Retailing Center

The Wharton School

Complete this course as part of Wharton's Business Foundations Specialization, and you'll have the opportunity to take the Capstone Project and prepare a strategic analysis and proposed solution to a real business challenge from Wharton-governed companies like Shazam and SnapDeal or to a challenge faced by your own company or organization. Wharton-trained staff will evaluate the top submissions, and leadership teams at Shazam and SnapDeal will review the highest scoring projects prepared for their companies.



Taught by:

**Peter Fader**, Professor of Marketing

and Co-Director of the Wharton

Customer Analytics Initiative

The Wharton School



Taught by:

**Jagmohan Raju**, Joseph J. Aresty

Professor

Marketing, The Wharton School

Basic Info	Course 1 of 6 in the Business Foundations Specialization
Commitment	5 weeks of study, 4-6 hours/week


<div> <div></div> <div>Language</div> </div>	English, <b>Subtitles:</b> Arabic, French, Portuguese (European), Chinese (Simplified), Italian, Vietnamese, German, Russian, Spanish
	<b>Volunteer to translate subtitles for this course</b>
<b>How To Pass</b>	Pass all graded assignments to complete the course.

## Syllabus

### WEEK 1

#### BRANDING: Marketing Strategy and Brand Positioning

Professor Kahn starts us off with the first of two Branding modules: Marketing Strategy and Brand Positioning. For an overview of all concepts covered in the course, please read the syllabus below. Additional info may be found in the Course Pages. Please participate in the discussion forums as your input will enhance the overall experience of this course!

 7 videos, 3 readings

1. **Reading:** Syllabus
2. **Reading:** FAQ
3. **Reading:** Additional Readings
4. **Video:** Marketing 101: Building Strong Brands Part I
5. **Video:** Marketing 101: Building Strong Brands Part II
6. **Video:** Strategic Marketing
7. **Video:** Segmentation and Targeting
8. **Video:** Brand Positioning
9. **Video:** Brand Mantra: The Elevator Speech
10. **Video:** Experiential Branding

**Show less**

 **Graded:** Quiz #1

### WEEK 2



# CUSTOMER CENTRICITY: The Limits of Product-Centric Thinking & The Opportunities and Challenges of Customer Centricity

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Module 2 of our class features Professor Peter Fader, who will focus on concepts related to Customer Centricity. In an economy that is increasingly responsive to customer behaviors, it is imperative to focus on the right customers for strategic advantages. The coming weeks will provide the foundation needed to build a customer centric outlook. If you want to read more about Professor Fader's views on customer centricity, feel free to follow him on Twitter (@faderp). He regularly shares relevant perspectives and readings there.

 9 videos

1. **Video:** From Product-Centric to Customer-Centric Management
2. **Video:** Cracks in the Product-Centric Approach
3. **Video:** Data-Driven Business Models
4. **Video:** Three Cheers for Direct Marketing
5. **Video:** Which Firms Are Customer Centric?
6. **Video:** What is Customer Centricity?
7. **Video:** Living in a Customer-Centric World
8. **Video:** More Reflections on Customer Centricity
9. **Video:** Questions on Customer Centricity


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 **Graded:** Quiz #2

## WEEK 3

### GO TO MARKET STRATEGIES: Communications Strategy & Fundamentals of Pricing

In this module, you will examine the critical marketing topic, "Go to Market Strategies." Professor Jagmohan Raju has designed these lectures to help you gain a deep understanding of the role of communications in marketing strategy, fundamentals of pricing, and how to manage channel conflicts. You will explore the 7 Ms of developing a communication plan, learn how to measure price elasticity, and understand disruption in information delivery. By the end of this module, you'll be able to use effective analytical tools to form a

 13 Videos  
communications campaign and create appropriate access points to your brand for your customer.

1. **Video:** Designing a Communications Campaign
2. **Video:** Key Trends



3. **Video:** Media Planning
4. **Video:** Pricing
5. **Video:** Understanding Price Sensitivity
6. **Video:** Measuring Price Elasticity
7. **Video:** Psychological Aspects of Pricing
8. **Video:** Analytic Foundations for Pricing
9. **Video:** Economic Value to the Customer
10. **Video:** Creating Customer Access
11. **Video:** Disruption in Information Delivery
12. **Video:** Managing Channel Conflict
13. **Video:** Online Retailing and E-Commerce
14. **Video:** Digital Marketing Foundations
15. **Video:** Summary

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**Graded:** Quiz #3

## WEEK 4

### BRANDING: Effective Brand Communications Strategies and Repositioning Strategies

Professor Kahn is back in this fourth module, the second of her Branding Modules, covering effective brand communications strategies and repositioning strategies. Understanding how customers perceive your brand messaging and marketing is one of the most important aspects to understanding consumer behavior: what consumers perceive is what affects their actions, and what they perceive is not necessarily true! Professor Kahn unpacks customer behavior and perception and explores successful strategies for influencing both in this final required module of the course.



1. **Video:** Brand Messaging & Communication
2. **Video:** Brand Elements: Choosing a Brand Name
3. **Video:** Brand Elements: Color & Taglines
4. **Video:** Brand Elements: Packaging
5. **Video:** Brand Elements: Persuasion
6. **Video:** Repositioning a Brand

Show less



Graded: Final Exam

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## WEEK 5

### Applied Marketing (Optional)

These short lectures apply marketing principles taught in the course to current examples. Content in these lectures may deepen your understanding of course concepts, but won't be tested directly on the quizzes or exam.



10 videos

1. **Video:** The Brand Named Jennifer
2. **Video:** Awesomeness TV
3. **Video:** Playboy in China
4. **Video:** Crocs
5. **Video:** Barriers to, and Challenges of, Customer Centricity
6. **Video:** Pay It Forward: Google and Others
7. **Video:** CLV: Electronic Arts
8. **Video:** Rewarding CLV: Merial
9. **Video:** Customer Analytics Initiative
10. **Video:** New Start-ups in Customer Centricity

Show less

View Less

## How It Works

### General

#### How do I pass the course?

To earn your Course Certificate, you'll need to earn a passing grade on each of the required assignments—these can be quizzes,

▼ **More** graded assignments, or programming assignments. Videos, readings, and practice exercises are there for all. You can prepare for the graded assignments.

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## Course 1 of Specialization

### What do start dates and end dates mean?

#### Solve Real Business Problems

Build a foundation of core business skills in marketing, finance, accounting and operations.

Once you enroll,

you'll have access to all videos, readings, quizzes, and programming

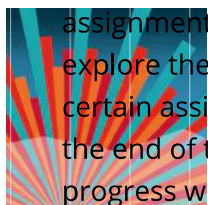
assignments (if applicable). If you choose to

explore the course without purchasing, you may not be able to access

certain assignments. If you don't finish all graded assignments before

the end of the course, you can reset your deadlines. Your

progress will be saved and you'll be able to pick up where you left off.



Business Foundations

University of Pennsylvania

### View the course in catalog

#### What are due dates? Is there a penalty for submitting my work after a due date?

#### Related Courses

Within a course, there are suggested due dates to help you

manage your schedule and keep coursework from piling up. Quizzes and

assignments can be submitted late without consequence.

Submitting work late will not receive a grade. If you submit

an assignment too late, because classmates usually review

within three days of the assignment deadline.



Knowledge Exchange: Using, Protecting and

Monetizing Ideas with Third Parties

Universiteit Leiden, Leiden University Medical Center, Luris

Can



#### Interpretable Machine Learning Applications: Part 2

Coursera Project Network

Yes. If you want to improve your grade, you can always try again.

If you're re-attempting a peer-graded assignment, re-submit your work

as soon as you can to make sure there's enough time for your classmates

to review your work. In some cases you may need to wait before

submitting a programming assignment or quiz. We encourage you to

review the material during this delay.



Training and Development with Eduflow

Coursera Project Network



#### Set Up a Clockify Workspace

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Psychology of Popularity

