

You'll learn key principles

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. Watch this video to learn more about the Wharton Foundation series on Coursera: Core concepts include brand communications and repositioning, marketing strategy, brand positioning, and c

Core concepts include  
establishing competitive  
advantage through customer cent

## MODULE THREE: Go to

At the end of this course, you will know how to identify your core customer segments, how to communicate with them, and how to keep them coming back for more. Along with the other courses in Wharton's Business Foundations Specialization, Introduction to Marketing will provide you with the tools you need to be able to address your own business challenges. You can even leverage the vocabulary of customer centricity and customer relationship management (CRM).

