

## Internship Certificate

This is to certify that TIRTHANKAR MITTRA

has successfully completed a remote internship in Marketing Management under the guidance of Prof. Sameer Mathur in the Marketing area at the Indian Institute of Management (IIM) Lucknow. The duration of the internship was 4 weeks. During this internship, the following issues were addressed:

- Students learnt how to improve their presentation skills.
- Students learnt the basic concepts of Marketing Management.
- Students learnt to apply these basic concepts of Marketing to solve business cases published by Harvard Business School.
- Students prepared a Marketing Plan for an Android App.

Students were required to submit demanding assignments and complete a challenging final project as part of this remote internship.

*S. Mathur* 6/8/16  
Prof. Sameer Mathur  
Ph.D. (Carnegie Mellon University)  
Marketing Professor (IIM Lucknow)