



5 Courses

**Market Research and  
Consumer Behavior**

**Positioning: What you need  
for a successful Marketing  
Strategy**

**Marketing Mix  
Fundamentals**

**The Marketing Plan**

**Marketing Strategy  
Capstone Project**



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**TUSHAR SINGHANIYA**

has successfully completed the online, non-credit Specialization

# Marketing Strategy

This specialization covered the concepts and tools needed to develop a marketing strategy for a business, product or service. Learners began by understanding consumers and the main market research techniques, then how to correctly segment, target and position a product to achieve success. They continued by analyzing the four critical areas in marketing, the famous four Ps of Product, Price, Promotion and Place. Finally, the specialization focussed on getting backing for the strategy and communicating it properly in a Marketing Plan.

Ramon Diaz-Bernardo,  
Academic Director of  
the Marketing Strategy  
specialization

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.

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