

JULY 17, 2014

Statement of Accomplishment

MICHAEL BRAUN

HAS SUCCESSFULLY COMPLETED NORTHWESTERN UNIVERSITY'S ONLINE OFFERING OF



Understanding Media by Understanding Google

Through rigorous study of one of the biggest success stories of the Internet era--Google--this course teaches students how to understand the tactics that media companies, journalists, marketers, politicians, and technologists use to reach them and affect their behavior.

O. 13

PROFESSOR OWEN R. YOUNGMAN
KNIGHT CHAIR IN DIGITAL MEDIA STRATEGY
MEDILL SCHOOL OF JOURNALISM, MEDIA, INTEGRATED
MARKETING COMMUNICATIONS
NORTHWESTERN UNIVERSITY

THIS CERTIFICATE DOES NOT CONFER NORTHWESTERN UNIVERSITY CREDIT OR STUDENT STATUS. COURSERA HAS NOT VERIFIED THE IDENTITY OF THIS STUDENT.