

JANUARY 14, 2014

Statement of Accomplishment

MICHAEL BRAUN

HAS SUCCESSFULLY COMPLETED THE UNIVERSITY OF PENNSYLVANIA'S ONLINE OFFERING OF



An Introduction to Marketing

This is a graduate level introduction to the concepts of Marketing. The course focuses on branding, customer centricity and go-to-market strategies.

PETER FADER, PROFESSOR OF MARKETING AND CO-DIRECTOR OF THE WHARTON CUSTOMER ANALYTICS INITIATIVE

BARBARA E. KAHN, PROFESSOR OF MARKETING AND DIRECTOR, JAY H. BAKER RETAILING CENTER

DAVID R. BELL, PROFESSOR OF MARKETING