

JANUARY 20, 2014

Statement of Accomplishment

VANYA MUTAFCHIEVA

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.

Handwritten signature of David R. Bell in black ink.

DAVID R. BELL, PROFESSOR OF MARKETING

Handwritten signature of Peter Fader in black ink.

PETER FADER, PROFESSOR OF MARKETING

Handwritten signature of Barbara E. Kahn in black ink.

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