



Wharton
UNIVERSITY of PENNSYLVANIA

JANUARY 14, 2015

Svetlana Zhadko

has successfully completed with distinction

An Introduction to Marketing

a 9 week online non-credit course authorized by University of Pennsylvania and offered through Coursera

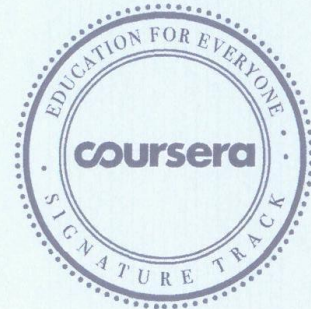
Peter Fader, Professor of Marketing and Co-Director of the Wharton Customer Analytics Initiative

Barbara E. Kahn, Professor of Marketing and Director, Jay H. Baker Retailing Center

David R. Bell, Professor of Marketing

VERIFIED
CERTIFICATE

WITH DISTINCTION



Coursera has confirmed the identity of this individual and their participation in the course.

THIS NEITHER AFFIRMS THAT THE STUDENT WAS ENROLLED AT THE UNIVERSITY OF PENNSYLVANIA NOR CONFERS UNIVERSITY OF PENNSYLVANIA CREDIT OR DEGREE