

JULY 21, 2014

# Statement of Accomplishment

## NICHOLAS LEFFLER

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.

DAVID R. BELL, PROFESSOR OF MARKETING

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