STUKENT

Certificate of Completion

This Certificate is presented to

Madi Lozada



Marketing Principles Simternship™

Completed on: **April 29, 2023**

This certificate signifies experience:

- Performing primary and secondary research
- Selecting a product and setting pricing
- Setting up distribution channels
- Developing a positioning statement
- Creating an advertising mix and promotions plan
- Analyzing sales data to optimize pricing, ad spending, and distribution