STUKENT

Certificate of Completion

This Certificate is presented to

Alexander Gonzalez Lizama



Marketing Principles Simternship™

Completed on: **July 23, 2025**

This certificate signifies experience:

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