STUKENT

Certificate of Completion

This Certificate is presented to

Rachel Caton



Consumer Behavior Simternship™

Completed on: **December 04, 2024**

This certificate signifies experience:

- Selecting market segments based on internal and external data
- Creating a consumer survey to identify an ideal target market
- Constructing a customer profile that identifies important characteristics of a target market
- Allocating ad spend across various social media channels and strategies based on competitor research and advertising data
- Adjusting messaging and ad spend following market disruptions
- Purchasing qualitative and quantitative research to narrow a target market
- Analyzing secondary research, survey results, and a focus group to guide marketing decisions
- Building a value proposition and positioning statement based on market research and a target customer profile
- Selecting stylistic elements to craft a campaign guide that will resonate with a target market