STUKENT

Certificate of Completion

This Certificate is presented to

Yijun Fan



Marketing Principles Simternship® Scenario 2

Completed on: **October 16, 2026**

This certificate signifies experience:

- Conducted market research using primary surveys and secondary data sources to drive evidence-based marketing mix decisions aligned with target customer behavior
- Created an integrated advertising mix and promotions plan tailored to target audience behavior and campaign objectives
- Leveraged sales analytics to refine pricing, media allocation, and distribution decisions, aligning strategy with performance insights and customer behavior
- Developed a positioning strategy and selected a product with aligned pricing to meet customer expectations, reinforce brand value, and support revenue goals
- Established distribution channels aligned with pricing strategy, brand positioning, and customer segments to maximize product reach and revenue