STUKENT

Certificate of Completion

This Certificate is presented to

Zyan Ferguson



International Marketing Simternship™

Completed on: **September 28, 2026**

This certificate signifies experience:

- You'll apply the PESTEL framework to diagnose political, economic, and regulatory constraints, explaining how they shape market risk and opportunity.
- You'll evaluate and compare market entry options, then recommend a strategy that balances cost, control, risk, and speed to support a defensible expansion decision.
- You'll recommend a viable go-to-market approach by evaluating competitive positioning, distribution options, and pricing constraints.
- You'll respond to rising component costs by adjusting product features, pricing, and
- You'll select a target country and audience segment by evaluating competitive potential and customer fit, then translate your insights into clear customer personas.
- You'll determine which product elements to adapt or standardize, then develop positioning that delivers clear value while balancing local expectations, brand credibility, and cost.
- You'll translate audience and cultural insights into coordinated creative, promotional, channel, and pricing decisions that support a profitable market entry.
- You'll evaluate prior market entry decisions and refine product, pricing, and go-to-market

promotional strategy to protect margins while preserving customer value and reach.

choices to strengthen performance in the target market.