STUKENT

Certificate of Completion

This Certificate is presented to

Shari Lipman



Marketing Principles Simternship™

Completed on: **January 25, 2026**

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