STUKENT

Certificate of Completion

This Certificate is presented to

Jessica Abi Kanaan



Mimic Marketing Principles

Completed on: **November 26, 2022**

This certificate signifies experience:

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