



5 Courses

Brand and Product Management

Pricing Strategy

Channel Management and Retailing

**Integrated Marketing Communications:
Advertising, Public Relations,
Digital Marketing and more**

Marketing Mix Implementation Capstone



Oct 23, 2021

ASHLEY MARIE BIGGS

has successfully completed the online, non-credit Specialization

Marketing Mix Implementation

This Specialization delved into the marketing mix and the skill-set needed to implement successful marketing strategies. It focused on the four key concepts of the marketing mix model: Product (Brand and Product Management), Pricing, Promotion (Communication Strategies, PR and Advertising) and Place (Distribution Channel Strategy and Retail). It very much took an implementation standpoint so learners can immediately apply the lessons learned to their work or business idea.

Ramon Diaz-Bernardo,
Academic Director of
the Marketing Mix
Implementation
specialization

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

Verify this certificate at:

<https://coursera.org/verify/specialization/RQKLXCUFEB4X>