



4 Courses

**Fundamentals of Marketing
Strategy**

**Fundamentals of
International Business**

**Operations Systems
Excellence**

**Consumption, Marketing
and Culture**



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Rafael Vela

has successfully completed the online, non-credit Specialization

Business and Marketing Strategies

In this Specialization, learners developed knowledge and skills in the interconnected spheres of business and marketing. Business topics covered included globalization, internationalization processes, operations strategy and process design. Marketing topics focused on consumers and the environment, markets, ideology and gender, and digital consumer culture.

Dr Dominic Appiah
Lecturer in Marketing

Dr Mariya Eranova
Senior Lecturer

Prof Alan Pilkington
Professor of Technology
Management

Prof Alan Bradshaw
School of Management

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.

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