



REAL-LIFE-CERTIFICATE™

Social Wolves confirms that

Dominik Mucha

has completed a social action project along with the course

Marketing Management Fundamentals

The Real-Life-Certificate™ confirms that the participant applied professional business tools from the course in a real social action project. This learning method pioneered by Social Wolves - called the Social Action Project Method™ - enables participants to apply the course content in a real-life business situation and receive valuable feedback from local partners, which in turn helps them make radical improvements in their skills.

Course ID: MMF

Course created with:



Awarded as part of:

**zwolnieni^z
teorii**

Paula Bruszezka

Marcin Bruszewski


Rafal Flis

Board of Directors
Social Wolves
05 /11 /2018 , Warsaw

Real-Life-Certificate™ Supplement

This Real-Life-Certificate™ proves that the participant accomplished the Marketing Management Fundamentals course created with Coca-Cola. The certificate confirms the following experience and knowledge of the certificate holder:

MMF



Marketing Research and Target Group Selection	The certificate holder knows the principles of conducting marketing research and how to define and select a target group.	Positioning	The certificate holder knows how to position his or her product or service in the marketplace.	Working with Professionals	The certificate holder knows how to work with agencies or designers and how to create a creative brief.
Consumer Psychology	The certificate holder knows the basics of consumer decision making psychology.	Insights	The certificate holder knows how to develop and use marketing insights.	Campaign Management	The certificate holder knows the principles of conducting an advertising campaign.
Personas	The certificate holder knows how to represent a market segment with personas – fictional characters that use a product in a similar way.	Marketing Mix	The certificate holder knows how to set marketing goals and develop a coherent marketing mix strategy.	Performance Marketing	The certificate holder knows the principles of measuring the success of his or her advertising activity.

About Coca-Cola:

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands and more than 3,800 beverage choices. Led by Coca-Cola, one of the world's most valuable and recognizable brands, the company's portfolio features 20 billion-dollar brands.

Learn more on: www.coca-colacompany.com

About Social Wolves

The Real-Life Certificate™ is provided by Social Wolves, the go-to platform for creating original social action projects and developing skills of the future. Social Wolves pioneered the Social Action Project Method™ - a learning method which enables participants to apply the course content in a real-life business situation and receive valuable feedback from local partners, which in turn helps them make radical improvements in their skills. For it's work, Social Wolves has received awards such as: MIT Innovators Under 35, Forbes 30 Under 30 Europe and the Effie Awards.

Social Wolves' purpose is to create an accountable society prepared for the careers of the future. We act to ensure that by the year 2030 all young people, who graduate from college worldwide, have completed a social action project as a way to prepare themselves for the careers of the future and learn accountability.

Learn more on: www.socialwolves.com