4 Courses

Fundamentals of Marketing Strategy

Fundamentals of International Business

Operations Systems Excellence

Consumption, Marketing and Culture

UNIVERSITY OF LONDON

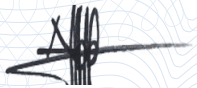
18-Oct-2026

Usama Arshad

has successfully completed the online 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

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