



05/03/2020

**UMBERTO MAFFII**

has successfully completed

**Marketing in a Digital World**

an online non-credit course authorized by University of Illinois at Urbana-Champaign  
and offered through Coursera

A handwritten signature in black ink that reads 'Aric Rindfleisch'.

Aric Rindfleisch  
John M. Jones Professor of Marketing  
Head of the Department of Business Administration  
College of Business  
University of Illinois at Urbana-Champaign

**COURSE  
CERTIFICATE**



Verify at [coursera.org/verify/XV8Z833VGGC2](https://coursera.org/verify/XV8Z833VGGC2)  
Coursera has confirmed the identity of this individual and  
their participation in the course.