

MK: Marketing: Fashion and Related Industries

MK 000 — MARKETING

3 credits; 3 lecture hours

MK 011 — Marketing Transfer Credit

0 credits

MK 301 — Marketing for the Toy Industry

3 credits; 3 lecture hours

For Toy Design students. Application of basic marketing principles to the toy industry. Product development, market research, consumer behavior, product and pricing strategies, distribution, and international marketing are stressed.