

# MK: Marketing: Fashion and Related Industries

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## **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.