

# Product Launch

- [Marketing fundamentals](#)
- [Semiotics \(found in Design theory\)](#)
- [Print production, Craft, and finishing](#)
- [Product Photography](#)
- [Sustainability](#)

# Marketing fundamentals

- Product life cycle
- Target marketing strategies
- Consumer adoption process
- Positioning

# Semiotics (found in Design theory)

# Print production, Craft, and finishing

# Product Photography

# Sustainability