

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