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## Marketing students eyeing five world records this spring

Fresno State marketing students have begun the spring semester quest to shatter five Guinness World Records™. Six teams from two Strategic Marketing classes taught by Dr. William Rice of the Department of Management and Marketing in the Craig School of Business will conduct a marketing campaign project. To date, five teams have reported they will attempt to break a world record by making the largest teapot, the largest food mosaic, the largest collage of cut-out handprints and the most languages spoken in one video. The sixth team is not seeking a record but will hold a business competition for students from 10 local high schools as its campaign for the class. *Details forthcoming.*

By [Tom Uribes](#) | March 28th, 2013 | Categories: [PRESS RELEASES](#) | [Comments Off](#)

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