

ORIENTATION WEEK
BA Fashion Marketing and Promotion
SEPTEMBER 2018
FULL-TIME

Congratulations on being accepted onto the BA (Hons) Fashion Marketing and Promotion. My colleagues and I look forward to working with you over the next few years and we will endeavour to ensure that your time with us will be creative, exciting and fulfilling.

On the attached pages you will find details of your time with us at the start of the year. During Orientation week we will go through the course programme with you in detail. We have arranged a number of activities to help you settle in and prepare for your time with us. This will include familiarising you with workspaces, who you will be working with, the campus and its community before you start the formal, scheduled learning weeks.

We have also included a short list of books and other resources that will help you to get a good start in your studies pre-arrival, as well as a note on equipment and materials. If you are extra keen, don't worry, there will be plenty more later!

If you have any queries, please do not hesitate to contact me at the email address below.

Best wishes and welcome to University life. We look forward to seeing you in September.

Kind regards

Caline Anouti
Course Leader
Fashion Marketing and Promotions BA Hons
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UNDERGRADUATE ORIENTATION WEEK 2018

During this first week with us you will attend a number of sessions that will provide you with the information and resources you will require to begin your studies. It is essential that you attend each of these sessions to ensure you receive all relevant material, such as your student ID card, module selection and timetable, and details of where to access the resources you will need. Please bring something with which you can take notes.

TIMETABLE Fashion Marketing and Promotion BA Hons

MONDAY 17 SEPTEMBER 2018		
9:30am	Welcome Meeting	Auditorium
11:30am	Enrolment	The Forum
14:00	Welcome to the course Briefing on project 1 – 2 & Field Work	A7.01
TUESDAY 18 SEPTEMBER 2018		
All day	Field work & project completion	
WEDNESDAY 19 SEPTEMBER 2018		
All day	Gallery visit	
THURSDAY 20 SEPTEMBER 2018		
11am all day	Studio sessions	A7.01
FRIDAY 21 SEPTEMBER 2018		
11am all day	Student Union Arrivals Fair	The Forum

Teaching begins Monday 24 September

UNDERGRADUATE ORIENTATION WEEK 2018

Undergraduate Academic Calendar 2018-19

	2018/19
Student Year Starts	15 September 2018
Enrolment and Orientation	17-21 September 2018
Semester one teaching	24 September – 14 December 2018
Semester one exam period	7-17 January 2019
Semester two teaching	21 January – 12 April 2019
Semester two exam period	29 April -20 May 2019
Student year ends	22 June 2019
Referral and deferral assessment and exams	28 June - 8 July 2019

Reading list

- Brassington, F. & Petitt, S. (2006), *Principles of Marketing*, 4th Ed., England, Prentice Hall
- Easey, M. (2009), *Fashion Marketing*, 3rd Ed. Oxford: Wiley-Blackwell
- Graham, B. & Anouti, C. (2018), *Promoting Fashion*, 1st ed., Laurence King Publishing Ltd.
- Jackson, T. & Shaw, D. (2009), *Mastering Fashion Marketing*, Palgrave
- Kotler, P. & Armstrong, G. (2010), *Principles of Marketing*, 13th Ed. Upper Saddle River, NJ: Prentice Hall
- Posner, H. (2015) *Marketing Fashion: Strategy, Branding and Promotion*, 2nd ed., Laurence King Publishing Ltd.