

FCP

BA2a

Useful sources of information

This is the reading list that your course has provided for the unit you are currently studying.

You will find everything you need by searching the catalogue via the [Library webpages](#).

For more information on how to search the catalogue [watch this short video](#)

Required:

Cope, J, and Maloney, D. (2016) *Fashion promotion in practice*. London: Fairchild Books.

Read chapter 1 : [Campaign planning: making it happen](#)

Harris, C. (2017) *The fundamentals of digital fashion marketing*. London: Bloomsbury Visual Arts.

Read Chapter 3: [Social media and fashion marketing](#)

Lea-Greenwood, G. (2013) *Fashion marketing communications*. Chichester: John Wiley & Sons.

Read chapter 5: [The role of public relations](#)

Read chapter 6: [Celebrity](#)

Mahon, N. (2010) *Art Direction*. London: AVA Academia.

Read chapter 1: [The role of the art director](#)

Read chapter 2: [The tools of art direction](#)

Website: <https://library.norwichuni.ac.uk>

Email: library@norwichuni.ac.uk

Course guides: <https://library.norwichuni.ac.uk/course-guides>

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Recommended:

The Business of Fashion www.businessoffashion.com - The Business of Fashion is an Industry bible focussing on news, case studies and relevant job opportunities.

WGSN www.wgsn.com - WGSN is the worldwide leading trend forecasting agency.

Bendoni, W. (2017) *Social media for fashion marketing: storytelling in a digital world*. London: Bloomsbury.

Fletcher, K. (2014) *Sustainable fashion and textiles: design journeys*. Oxford: Taylor & Francis.

Hancock II, J. H., Johnson-Woods, T. and Karaminas, V. (2013) *Fashion in popular culture : literature, media and contemporary studies*. Bristol: Intellect Books Ltd.

Hess, J. and Pasztorek, S. (2014) *Graphic design for fashion*. London: Laurence King.

Le Bon, C. (2015) *Fashion marketing: influencing consumer choice and loyalty*. New York: Business Expert Press.

Further:

- Physical Publications available in the Library:
<https://library.norwichuni.ac.uk/resources/publications/>
- Drapers <https://www.drapersonline.com/subs-offers/norwich-university> - the leading authority on fashion retailing
- Statista: <https://www.statista.com/getting-started/welcome-to-statista> - hub for key industry data and statistics
- Museum of Youth Culture: the subcultures archive
<https://access.subculturearchives.com/pages/home.php>

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