

Marketing

BA1A

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:

Drummond, G. and Ensor, J. (2005) *Introduction to Marketing Concepts*. London: Taylor & Francis Group.

Marketing Week (2025) *Marketing Week*.

Tiwari, S. and Tiwari, R. (2024) *Marketing Fundamentals: Reaching Your Target Audience*, Burlington: Arcler Education Inc.

WGSN (2025) *WGSN*.

Available [here](#).

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

Email: library@norwichuni.ac.uk

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

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