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| BA Fashion Marketing and PromotionORIENTATION TIMETABLE |
| COURSE LEADER & senior lecturer - caline anouti HEAD OF SCHOOL – gregory sporton**WELCOME** |
| Congratulations on being accepted onto the BA (Honours) 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. We have arranged a number of activities to help you settle in and prepare for your time with us. We hope you will like them!   **Caline Anouti**Course Leader |
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| **Monday 16th September 2019** |
| **Time** | **Event** | **Location** |
| **9:30 – 10:00** | **Welcome Meeting** | **Auditorium – Harrow CampusHA1 3TP** |
| **11:30** | **Enrolment** | **The Forum - Harrow** |
| **14:00** | **Welcome to the course****Briefing on project 1 – 2 & Field Work** | **A701** |

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| **Tuesday 17th September 2019** |
| **Time** | **Event** | **Location** |
| **All day** | **Field work & project completion** | **To be confirmed**  |

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| **Wednesday 18th September 2019** |
| **Time** | **Event** | **Location** |
| **11:00 - 16:00** | **Student Union Arrivals Fair** | **Harrow Campus** |

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| **Thursday 19th September 2019** |
| **Time** | **Event** | **Location** |
| **11:00 onwards** | **Studio sessions & presentation of project 1 & 2** | **A701** |
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| **Friday 20th September 2019** |
| **Time** | **Event** | **Location** |
| **All day** | **Gallery visit** | **To be confirmed** |

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| **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 Publinshing 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.
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| ADDITIONAL INFORMATIONDuring 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. |
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