

4. Development of Promotional material – Brand, Logo, Visiting card, Print advertisement, Shopping bag

ESSENTIAL READINGS:

- Kotler P and Armstrong G. (2017). *Principles of Marketing* (17th Edition). New Delhi: Prentice Hall of India
- Krishnakumar, M., (2010), *Apparel Merchandising, An integrated Approach*, Abishek Publications
- Mary G. Wolfe, (2017), *Fashion Marketing & Merchandising*, Goodheart-Willcox Pub
- Stone Elaine, Farnan Sheryl A., (2023), *The Dynamics of Fashion*, Fairchild Books
- V. Ramesh Babu (Author), A. Arunraj, (2019), *Fashion Marketing Management*, Woodhead Publishing India Pvt Ltd

SUGGESTED READINGS:

- Harriet Posner, (2015), *Marketing Fashion*, Laurence King Publishing
- Olga Mitterfellner, (2019), *Fashion Marketing and Communication: Theory and Practice Across the Fashion Industry*, Routledge
- Wendy K. Bendon, (2017), *Social Media for Fashion Marketing: Storytelling in a Digital World*, Fairchild Books