



UNIVERSITI TEKNOLOGI MARA

PMA510: PRINT MANAGEMENT

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| Course Name (English) | PRINT MANAGEMENT APPROVED | | |
| Course Code | PMA510 | | |
| MQF Credit | 3 | | |
| Course Description | This course provides an introduction to basic principle of management that include Printing & Publishing Act and marketing .Student will expose to develop a better understanding of marketing in general in form of theories and practices of the printing industry. Student will also explore the micro and macro of marketing environment toward the procedures and process in the printing industry. The course also describes to student the activity in the printing sector which involve customer relationship, integrated marketing communication strategies which given an opportunities within the industry. | | |
| Transferable Skills | Student manage to understand the current practice of procedures. | | |
| Teaching Methodologies | Lectures, Presentation | | |
| CLO | CLO1 At the end of these course the student will be able as follows:- Identify the basic principle of the printing management.(C4) CLO2 Manage to organise the factors that associates within printing market and product segmentation. CLO3 Propose social awareness and procedures | | |
| Pre-Requisite Courses | No course recommendations | | |
| Reading List | <table border="1"><tr><td>Recommended Text</td><td><ul style="list-style-type: none">• International Law Book Services 2010, <i>Printing Presses and Publications Act 1984 (Act 301) and Rules</i>, 2nd Ed., Part 1-4, International Law Book Services Petaling Jaya Selangor [ISBN: 967-89-0177-3]• Kotler & Others 2004, <i>Principle of Marketing</i>, 10th Ed., 5, Prentice Hall USA• Porter Derek 2002, <i>Print Management</i>, 3rd Ed., 3, Pira London United Kingdom• Frain J. 1994, <i>Introduction to Marketing. 3rd edition,,</i> 3rd Ed., 3, Pittman USA. USA• Louis E. Boone,David L. Kurtz 1992, <i>Management</i>, 4th Ed., 6, McGraw-Hill Inc United State of America [ISBN: 0-07-112558-2]</td></tr></table> | Recommended Text | <ul style="list-style-type: none">• International Law Book Services 2010, <i>Printing Presses and Publications Act 1984 (Act 301) and Rules</i>, 2nd Ed., Part 1-4, International Law Book Services Petaling Jaya Selangor [ISBN: 967-89-0177-3]• Kotler & Others 2004, <i>Principle of Marketing</i>, 10th Ed., 5, Prentice Hall USA• Porter Derek 2002, <i>Print Management</i>, 3rd Ed., 3, Pira London United Kingdom• Frain J. 1994, <i>Introduction to Marketing. 3rd edition,,</i> 3rd Ed., 3, Pittman USA. USA• Louis E. Boone,David L. Kurtz 1992, <i>Management</i>, 4th Ed., 6, McGraw-Hill Inc United State of America [ISBN: 0-07-112558-2] |
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| Article/Paper List | This Course does not have any article/paper resources | | |
| Other References | This Course does not have any other resources | | |