



UNIVERSITI TEKNOLOGI MARA

CGD640: MARKETING

Course Name (English)	MARKETING APPROVED
Course Code	CGD640
MQF Credit	10
Course Description	Inclusion of this course to develop student understanding on marketing strategy concept to promote game into the industry. This course is needed to expose the students to the entrepreneurship aspects of game design.
Transferable Skills	Communication, Teamwork, Adaptability
Teaching Methodologies	Industrial Training, Web Based Learning, Self-directed Learning, Directed Self-learning , Problem-based Learning
CLO	CLO1 Devise a marketing strategy CLO2 Respond towards various situations in business and management CLO3 Organizational management CLO4 Present their work with good communication skills
Pre-Requisite Courses	No course recommendations
Topics	1. Topics vary, achievements are based on the agreement between students, industrial experts (coach), and academic staff, however, all learning should be directed towards achieving the outcomes. 1.1) N/A

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Practical	Work-Based Learning	25%	CLO2
	Presentation	Work-Based Learning	25%	CLO1
	Presentation	Work-Based Learning	25%	CLO4
	Written Report	Work-Based Learning	25%	CLO3

Reading List	Recommended Text
	<ul style="list-style-type: none"> • Kotler, P., Hermawan Kartajaya, Iwan Setiawan 2017, <i>Marketing 4.0: Moving from Traditional to Digital</i>, John Wiley & Sons [ISBN: 9781119341] • Peter Zackariasson, Mikolaj Dymek 2016, <i>Video Game Marketing</i>, Routledge [ISBN: 9781138812277] • Ian Dodson 2016, <i>The Art of Digital Marketing</i>, John Wiley & Sons [ISBN: 9781119265726] • Philip Kotler, Svend Hollensen, Marc Oliver Opresnik 2017, <i>Social Media Marketing</i> [ISBN: 1521023344] • Fung, Anthony 2016, <i>Global Game Industries and Cultural Policy</i>, Palgrave Macmillan [ISBN: 9783319407]
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources