



UNIVERSITI TEKNOLOGI MARA

FFM112: ARTS MARKETING

Course Name (English)	ARTS MARKETING APPROVED
Course Code	FFM112
MQF Credit	1
Course Description	This course will expose the students to the theories and understanding of fundamentals of marketing. It covers the core concepts of marketing and management as they apply to the arts and heritage industries with a depth that is still unrivalled. It will also introduce basic marketing concepts and principles in general. Discussion will also focus on the applications of these principles toward marketing in Malaysian Arts Industry context, taking into consideration of strategic marketing techniques such as establishing objectives, assessing resources, formulating products propositions, market segmentation, sales and pricing strategies and channels of marketing. By the end of the course, the student will not only be able to identify the basic principle and understanding the concept of marketing for arts product, but also have a basic marketing skills and adapting an appropriate marketing strategies for arts product.
Transferable Skills	<ul style="list-style-type: none">- Speaking Effectively- Creating Ideas- Facilitating Group Discussion- Setting Goals- Developing Strategies- Interacting effectively with peers, superiors, and subordinates
Teaching Methodologies	Lectures, Blended Learning, Discussion, Presentation, Self-directed Learning
CLO	<p>CLO1 Explain the basic marketing concepts and theories as part of learning process in arts marketing. (MQF1)</p> <p>CLO2 Discuss basic elements of marketing plan for selected art product by incorporating skills and responsibilities among peer group. (MQF3)</p> <p>CLO3 Develop appropriate strategy in marketing plan, practically by enhancing the marketability of selected arts product. (MQF2)</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. The Context of Marketing 1.1) Introduction to Marketing 1.2) Marketing concept	
2. Marketing Environment 2.1) Internal and External Environment 2.2) Understanding the External Environment	
3. Developing Audiences 3.1) Market Information and Customer Insight 3.2) Customer Market and Buyer Behaviour	
4. Marketing Research 4.1) The Role of Marketing Research 4.2) Steps in a Marketing Research Projects	
5. Strategic Marketing Planning 5.1) The Nature of Strategic Planning 5.2) Effective Strategic Planning	

6. Product 6.1) Product, Services & Brands: Building Customer Value 6.2) Product Development
7. Place 7.1) Marketing Channels: Delivering Customer Value 7.2) Supply Chain Management
8. Pricing 8.1) Understanding and Capturing Customer Value 8.2) Pricing Strategies
9. Promotion 9.1) The Role of Promotional Planning 9.2) The Promotional Mix
10. Intergrated Marketing Communications 10.1) Advertising and Public Relations 10.2) Sales Promotion and Personal Selling
11. Marking the Arts Available 11.1) The Role of Media 11.2) Getting The Right Media
12. Social Media and Marketing 12.1) Direct and Digital Marketing 12.2) Digital and Social Media Marketing
13. Creating Competitive Advantages 13.1) Competitor Analysis 13.2) Competitive Strategies
14. Course review and presentation 14.1) Course conclusion 14.2) Presentation

Assessment Breakdown		%		
Continuous Assessment		100.00%		

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	n/a	20%	CLO2
	Assignment	n/a	60%	CLO3
	Quiz	n/a	20%	CLO1

Reading List	Recommended Text	Terry, O'S, Cathy, O'S, Elizabeth. H, Bria. W 2017, <i>Creative Arts Marketing.</i> , 3rd Edition Ed., Routledge. Great Britain. [ISBN: ISBN 97811362]
	Reference Book Resources	<ul style="list-style-type: none"> • McDaniel, Lamb, Hair 2012, <i>Introduction to Marketing</i>, 12th Ed., South-Western CENGAGE Learning Canada [ISBN: 9781133273675] • Philip Kotler, Amstrong Gary 2016, <i>Principles of Marketing Global Edition</i>, Pearson GB [ISBN: 978129222017] • Philip Kotler, Amstrong Gary 2017, <i>Principles of Marketing Asian Perspective</i>, Pearson Great Britain [ISBN: 9781292089669] • Ivna Reic, Justin Lance 2015, <i>Events Marketing Management</i>, Routledge Great Britain [ISBN: 9780415533577] • William J. Byrnes 2014, <i>Management and the Arts</i>, Focal Press [ISBN: 9780415663298]

Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources