



UNIVERSITI TEKNOLOGI MARA

FFM242: PROMOTION AND PUBLICITY

Course Name (English)	PROMOTION AND PUBLICITY APPROVED
Course Code	FFM242
MQF Credit	2
Course Description	This course introduce students the basic modules of publicity, marketing and promotion for arts products. This courses emphasizes an understanding of the Surrounding influence students to create and deliver effective and efficient publicity and marketing to get audience. This courses emphasizes an understanding of the communication process of publicity and promotional as well as the role of publicity and promotion in society. Throughout the course the students will also learn the point of publicity and promotional marketing strategy planning, creative and critical analysis and audiences behavioral.
Transferable Skills	None
Teaching Methodologies	Lectures, Blended Learning, Discussion, Small Group Sessions
CLO	CLO1 Understand and prepare basic requirement for publicity and arts promotional purpose. CLO2 Explain a marketing and publicity campaign and promotional using scientific skills. CLO3 Analyze and respond to marketing and publicity and promotional obligations.
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. What is publicity. 1.1) n/a	
2. 2. Publicity tools kit. Promotional idea and style 2.1) n/a	
3. 3. What is promotional - Promotional ideas. 3.1) n/a	
4. 4. Communication process in publicity and promotional 4.1) n/a	
5. 5. Communication process in publicity and promotional - Continue 5.1) n/a	
6. 6. Quiz 6.1) n/a	
7. 7. Media relations: i, media training 7.1) n/a	
8. 8. Media relations; ii, interviewing 8.1) n/a	
9. 9. Creating Publicity and promotional campaign - Researching the production or organization 9.1) n/a	
10. 10. Creating Publicity and promotional campaign - Researching media market 10.1) n/a	
11. 11. Marketing Strategy Planning. - Marketing process 11.1) n/a	

12. 12. Reaching diverse audiences - community diversity 12.1) n/a
13. 13. Reaching diverse audiences - community relations 13.1) n/a
14. 14. Presentation 14.1) n/a

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual assignment	30%	CLO2
	Final Project	Group project	40%	CLO3
	Quiz	Multiple choices Short Question	30%	CLO1
Reading List	Recommended Text	<ul style="list-style-type: none"> • K. Deirdre 2012, <i>Social Media and Public Relations: Eight New Practices for the PR Professional</i>, Pearson FT Press US • M. David 2015, <i>The New Roles of Marketing and PR</i>, John Wiley & Son Inc. Hoboken. New Jersey, Canada 		
	Reference Book Resources	<ul style="list-style-type: none"> • E. Andrew 2017, <i>The End of Advertising: Why it had to die, and the creative resurrection to come,,</i> Penguin Random House New York • M. Paula 2016, <i>The Toa of Book Publicity: A Beginner's Guide to Book Promotion</i>, Harper Collin publisher US • H. Katie and R. Arianna 2017, <i>Public Relations</i>, Hachette Book Group New York • L. Dennis, T. Glen and H. Bryan 2015, <i>Public Relations Strategies & Tactics</i>, 11th edition Ed., Pearson New York 		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			