



**UNIVERSITI TEKNOLOGI MARA**

**FMA421: ARTS MARKETING STRATEGY**

<b>Course Name (English)</b>	ARTS MARKETING STRATEGY <b>APPROVED</b>
<b>Course Code</b>	FMA421
<b>MQF Credit</b>	3
<b>Course Description</b>	This course will expose the students to the theories in understanding the fundamentals of marketing. It covers the core concepts of marketing and management strategy 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. Upon completing 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.
<b>Transferable Skills</b>	Speaking effectively - Creating Ideas - Facilitating Group Discussion - Setting Goals - Developing Strategies - Interacting effectively with peers, superior and subordinates.
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Discussion, Presentation, Self-directed Learning
<b>CLO</b>	<p>CLO1 1. Explain the basic marketing concepts and theories as part of learning process in arts marketing. (C2, MQF1)</p> <p>CLO2 2. Discuss basic elements of marketing plan for selected art product by incorporating skills and responsibilities among peer group. (A2, MQF3)</p> <p>CLO3 3. Develop appropriate strategy in marketing plan, practically by enhancing the marketability of selected arts product. (P4, MQF2)</p>
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Course Briefing - The Context of Marketing</b> 1.1) Introduction to Art Marketing 1.2) Marketing concept	
<b>2. Art Marketing Environment</b> 2.1) Internal and External Environment 2.2) Understanding the External Environment	
<b>3. Developing Audiences</b> 3.1) Market information and customer insight 3.2) Customer market and behaviour	
<b>4. Marketing Research</b> 4.1) The role of Marketing Research 4.2) Steps in a Marketing Research Projects	
<b>5. Strategic Marketing Planning</b> 5.1) The nature of Strategic Planning 5.2) Effective Strategic Planning	
<b>6. Product</b> 6.1) Product, Services & Brands: Building Customer Value 6.2) Product development	

<b>7. Place</b> 7.1) Marketing Channels: Delivering Customer Value 7.2) Supply chain management
<b>8. Pricing</b> 8.1) Understanding and Capturing Customer Value 8.2) Pricing Strategies
<b>9. Promotion</b> 9.1) The role of Promotional Plan 9.2) The Promotional Mix
<b>10. Integrated Marketing Communications</b> 10.1) Advertising and Public Relation 10.2) Sales Promotion and Personal Selling
<b>11. Making the Arts Available</b> 11.1) The role of media 11.2) Getting the right media
<b>12. Social Media and Marketing</b> 12.1) Direct and Digital Marketing 12.2) Digital and Social Media Marketing
<b>13. Creating Competitive Advantages</b> 13.1) Competitor Analysis 13.2) Competitive Strategies
<b>14. Course review and presentation</b> 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	Individual Assignment	30%	CLO2
	Group Project	n/a	40%	CLO3
	Quiz	n/a	30%	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: 97811362]
	Reference Book Resources	<ul style="list-style-type: none"> <li>• McDaniel, Lamb, Hair. 2012, <i>Introduction to Marketing</i>, 12th Ed., McGraw-Hil New York [ISBN: 97811332]</li> <li>• Kotler. P. and Armstrong. Gary 2016, <i>Principles of Marketing, Global Edition.</i>, 16th Ed., Pearson England [ISBN: 978129222017]</li> <li>• Philip Kotler 2017, <i>Principles of Marketing Asian Perspective</i>, Pearson England [ISBN: 9781292089669]</li> <li>• Ivna Reic, Justin Lance 2015, <i>Events Marketing Management</i>, Routledge GB [ISBN: 9780415533577]</li> <li>• William J. Byrnes 2014, <i>Management and the Arts</i>, 5th Ed., Focal Press [ISBN: 9780415663298]</li> </ul>

  

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