



UNIVERSITI TEKNOLOGI MARA

FMA542: PUBLICITY AND ARTS PROMOTION

Course Name (English)	PUBLICITY AND ARTS PROMOTION APPROVED
Course Code	FMA542
MQF Credit	4
Course Description	The publicity and arts promotion introduces students to the principles of communication in art industry. This courses emphasizes an understanding and demonstration of the Publicity in its simplest form is the means of conveying information to the general public through the media. The information being publicized could be news, awareness about a product and services. Throughout the course the students will also learn the process of creating awareness of new art products and finding the appropriate market for a product or service for promotional matters. By the end of course, students are hope to understanding and the skill to analyze all aspects of the publicity and arts promotion such as advertising and discounts used in product or service to a particular market.
Transferable Skills	None
Teaching Methodologies	Lectures, Blended Learning, Case Study, Discussion, Presentation, Workshop
CLO	CLO1 Apply basic requirement for publicity and arts promotional purpose. (C3, MQF3) CLO2 Demonstrate a marketing and publicity campaign and promotional for arts product. (A3, MQF5) CLO3 Analyze the communication in publicity and promotional obligations. (C4, MQF8)
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. What is publicity & arts promotion. 1.1) n/a	
2. 2. Publicity tools kit. Promotional idea and style 2.1) n/a	
3. 3. Communication process - persuasion 3.1) n/a	
4. 4. Communication process- writing for clarity and interest 4.1) n/a	
5. 5. Quiz 5.1) n/a	
6. 6. Media relations i. media training 6.1) n/a	
7. 7. Media relations ii. interviewing 7.1) n/a	
8. 8. Marketing Strategy Planning. - Marketing process 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. Targeted Audiences 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	In class quiz	30%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> • R. Magnus 2016, <i>Management of Art Galleries</i>, Phaidon Press USA • M. David 2015, <i>The New Roles of Marketing and PR</i>, John Wiley & Son Inc. Hoboken. New Jersey, Canada • L. Dennis, T. Glen and H. Bryan 2015, <i>Public Relations Strategies & Tactics</i>, 11th edition Ed., Pearson, New York
	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 • H. Katie and R. Arianna 2017, <i>Public Relations</i>, Hachette Book Group New York • M. Paula 2016, <i>The Toa of Book Publicity: A Beginner's Guide to Book Promotion</i>, Harper Collin publisher USA
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	