



UNIVERSITI TEKNOLOGI MARA

MUB503: PUBLICITY AND EVENT MANAGEMENT FOR MUSIC INDUSTRY

Course Name (English)	PUBLICITY AND EVENT MANAGEMENT FOR MUSIC INDUSTRY APPROVED		
Course Code	MUB503		
MQF Credit	3		
Course Description	This course is offered to music business students to equip them with thorough understanding of the operations of both print and electronic media for publicity and event management. Students should gain familiarity with social influence and will learn about strategies and techniques of creating an impactful and successful event. It seeks to develop students' mass communication skills, both written and oral. The students will also learn the skills to plan an event equipped with needed communication strategies that fit the demands of the music industry.		
Transferable Skills	Event Management, Leadership		
Teaching Methodologies	Lectures, Blended Learning, Discussion		
CLO	CLO1 Explain principles and procedures of publicity and event management in music industry CLO2 Compare practices in publicity for music and arts related events. CLO3 Design an event management plan related to music industry.		
Pre-Requisite Courses	No course recommendations		
Reading List	<table border="1"> <tr> <td>Recommended Text</td> <td> <ul style="list-style-type: none"> • Dowson, Ruth. & Bassett, David 2018, <i>Event Planning and Management: Principles, Planning and Practice</i>, 2nd Edition Ed., Kogan Page • Hyatt, Ariel 2017, <i>The Ultimate Guide to Music Publicity</i>, Hunter Cat Press • Hannam, Chris 2018, <i>Health and Safety Management in the Live Music and Events Industry</i>, 3rd Edition Ed., Entertainment Technology Press </td> </tr> </table>	Recommended Text	<ul style="list-style-type: none"> • Dowson, Ruth. & Bassett, David 2018, <i>Event Planning and Management: Principles, Planning and Practice</i>, 2nd Edition Ed., Kogan Page • Hyatt, Ariel 2017, <i>The Ultimate Guide to Music Publicity</i>, Hunter Cat Press • Hannam, Chris 2018, <i>Health and Safety Management in the Live Music and Events Industry</i>, 3rd Edition Ed., Entertainment Technology Press
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Article/Paper List	This Course does not have any article/paper resources		
Other References	<ul style="list-style-type: none"> • Book Bladen. Charles, & Kennell, James. & Abson, Emma. & Wilde, Nick 2017, <i>Events Management: An Introduction</i>, Routledge • Book Garret, Josiah 2019, <i>Music Industry Success: Publicity – Marketing – Touring – Album Release</i> , Independent • Book Levinson, Jay & Frishman, Rick. & Lubin, Jill. 2020, <i>Guerrilla Publicity: Hundreds of Sure-Fire Tactics to Get Maximum Sales for Minimum Dollars</i> • Book Saget, Allison 2012, <i>The Event Marketing Handbook: Beyond Logistic and Planning</i> , CreateSpace • Book Smith, Sean 2018, <i>Marketing Your Music Program from Traditional Branding to Digital Promotion</i> , Meredith Music 		