



UNIVERSITI TEKNOLOGI MARA

FMP542: ADVERTISING AND FILM PROMOTION

Course Name (English)	ADVERTISING AND FILM PROMOTION APPROVED				
Course Code	FMP542				
MQF Credit	3				
Course Description	This course will expose the students to the fundamental aspects of advertising and promotion for film management. Students will be introduced to the creative side of advertising which entails planning and creating advertisements in promoting films. This includes creating advertisement for prints, electronics and digital media. They will also be exposed to media selection and with a basic skills and exposures, at the end of the course, it is hoped that students will gain knowledge and skills in promoting films to the public as they embark in the actual world of production.				
Transferable Skills	Ability to plan, ability to delegate, strengthen communication skills, team work, manage budget, strengthen marketing strategic planning, manage people, problem solving, good leadership.				
Teaching Methodologies	Lectures, Field Trip, Discussion, Presentation, Self-directed Learning				
CLO	<p>CLO1 1. Debate on advertising ethics, particularly ethical values with regards to film promotion. (A3, PLO4)</p> <p>CLO2 Explain a complete advertising and promotion concept as part of understanding marketing tools in promoting film (C2,PLO6)</p> <p>CLO3 3. Prepare advertising campaign for film promotion by incorporating the essential information required. (A4, PLO7)</p>				
Pre-Requisite Courses	No course recommendations				
Reading List	<table border="1"> <tr> <td>Recommended Text</td> <td> <ul style="list-style-type: none"> Hackley.C and Christopher. E. 2017, <i>Advertising and Promotion: Communication Brands. alifornia, (US).</i>, SAGE Publication California, US. </td> </tr> <tr> <td>Reference Book Resources</td> <td> <ul style="list-style-type: none"> William F. Arens 2015, <i>Contemporary Advertising.</i>, Irwin/McGraw Hill (US) Ewen, David K. 2012, <i>Indie Film Production & Publicity</i>, Creatorspace Independent Pub US O' Guinn. Thomas, Allen. Chris, Close Scheinbaum. Angeline, Semenik, Ri. 2017, <i>Advertising and Intergrated Brand Promotion</i>, South Westen Pub US Solomon, Barry 2017, <i>Take Note in Principles of Advertising</i>, 5th Spiral Ed., Kendall Hunt Pub US Eistein, Mara 2017, <i>Advertising : What Everyone Needs to Know.</i>, Oxford University GB </td> </tr> </table>	Recommended Text	<ul style="list-style-type: none"> Hackley.C and Christopher. E. 2017, <i>Advertising and Promotion: Communication Brands. alifornia, (US).</i>, SAGE Publication California, US. 	Reference Book Resources	<ul style="list-style-type: none"> William F. Arens 2015, <i>Contemporary Advertising.</i>, Irwin/McGraw Hill (US) Ewen, David K. 2012, <i>Indie Film Production & Publicity</i>, Creatorspace Independent Pub US O' Guinn. Thomas, Allen. Chris, Close Scheinbaum. Angeline, Semenik, Ri. 2017, <i>Advertising and Intergrated Brand Promotion</i>, South Westen Pub US Solomon, Barry 2017, <i>Take Note in Principles of Advertising</i>, 5th Spiral Ed., Kendall Hunt Pub US Eistein, Mara 2017, <i>Advertising : What Everyone Needs to Know.</i>, Oxford University GB
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Article/Paper List	This Course does not have any article/paper resources				
Other References	This Course does not have any other resources				