



UNIVERSITI TEKNOLOGI MARA

MUB224: MUSIC MARKETING

Course Name (English)	MUSIC MARKETING APPROVED
Course Code	MUB224
MQF Credit	2
Course Description	This course introduces students to fundamental music marketing principles, terms and practices. Students will explore various means of online marketing tools to promote their products and services.
Transferable Skills	Diploma Sem 3
Teaching Methodologies	Lectures, Discussion
CLO	CLO1 Describe the fundamental and importance of marketing. (C2) CLO2 Propose a timeline and marketing plan. CLO3 Produce an integrated approach to market music online. (P4)
Pre-Requisite Courses	No course recommendations
Reading List	Reference Book Resources • Ann Harrison 2017, <i>Music: the Business (7th Edition)</i> , Virgin Books Limited [ISBN: 9780753548202]
Article/Paper List	This Course does not have any article/paper resources
Other References	<ul style="list-style-type: none"> <li>• Book King, Mike 2009, <i>Music Marketing: Press, Promotion, Distribution and Retail</i>, Berklee Press</li> <li>• Book D. S. Passman 2014, <i>All You Need to Know About the Music Business</i>, Simon &amp; Schuter</li> <li>• Book Borg, B 2014, <i>Music Marketing foe the DIY Musician: Creating and Executing a Plan of Attack on a Low Budget</i>, Hal Leonard</li> <li>• Book P. Allen, T. Hutchison, A. Macy, P. Rolston 2015, <i>Record Label Marketing: How Music Companies Brand and Market Artists in the Digital Era</i>, Taylor &amp; Francis</li> <li>• Book Baker, B. 2013, <i>Guerilla Music Marketing Handbook: 201 Self-Promotion Ideas for Songwriters, Musicians and Bands on a Budget</i>, Spotlight Publication</li> <li>• Books Hansen, T., Kotler, P. &amp; Keller, K. L. 2016, <i>Marketing Management</i>, Pearson Education</li> </ul>