



UNIVERSITI TEKNOLOGI MARA

IMD202: PROMOTION OF INFORMATION PRODUCTS AND SERVICES

Course Name (English)	PROMOTION OF INFORMATION PRODUCTS AND SERVICES <b>APPROVED</b>		
Course Code	IMD202		
MQF Credit	3		
Course Description	no description provided		
CLO	<i>No Course learning outcomes provided</i>		
Pre-Requisite Courses	No course recommendations		
Reading List	<table border="1"> <tr> <td>Reference Book Resources</td> <td> <ul style="list-style-type: none"> <li>• Lavin, M.R. 1992, <i>Business information : How to find It, how to</i> , Arizona,USA: Oryx Press</li> <li>• McDaniel, C., Lamb, C. W., &amp; Hair, J. F. 2008, <i>Introduction to marketing</i>, 9 Ed., USA :Thomson.</li> <li>• De Saez, E. E. 2002, <i>Marketing concepts for libraries and informat</i>, 2 Ed., London : Facet Publishing</li> <li>• Hamilton, F. 1990, <i>Infopromotion: Publicity and marketing ideas</i> , England: Gower Publishing Company Limited</li> <li>• Madura, J. 2004, <i>Introduction to business</i>, 3 Ed., USA : South-Western Publishing</li> <li>• Etzel, M.J., Walker, B.J., &amp; Stanton, W.J. 2007, <i>Marketing</i>, 12 Ed., New York:McGraw Hill/Irwin.</li> <li>• Weingand, D.E. 1999, <i>Marketing / planning library and information</i>, Colorado: Libraries Unlimited</li> <li>• Grewal, D., &amp; Levy, M. 2009, <i>Marketing</i>, Boston : McGraw-Hill</li> </ul> </td> </tr> </table>	Reference Book Resources	<ul style="list-style-type: none"> <li>• Lavin, M.R. 1992, <i>Business information : How to find It, how to</i> , Arizona,USA: Oryx Press</li> <li>• McDaniel, C., Lamb, C. W., &amp; Hair, J. F. 2008, <i>Introduction to marketing</i>, 9 Ed., USA :Thomson.</li> <li>• De Saez, E. E. 2002, <i>Marketing concepts for libraries and informat</i>, 2 Ed., London : Facet Publishing</li> <li>• Hamilton, F. 1990, <i>Infopromotion: Publicity and marketing ideas</i> , England: Gower Publishing Company Limited</li> <li>• Madura, J. 2004, <i>Introduction to business</i>, 3 Ed., USA : South-Western Publishing</li> <li>• Etzel, M.J., Walker, B.J., &amp; Stanton, W.J. 2007, <i>Marketing</i>, 12 Ed., New York:McGraw Hill/Irwin.</li> <li>• Weingand, D.E. 1999, <i>Marketing / planning library and information</i>, Colorado: Libraries Unlimited</li> <li>• Grewal, D., &amp; Levy, M. 2009, <i>Marketing</i>, Boston : McGraw-Hill</li> </ul>
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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		