



UNIVERSITI TEKNOLOGI MARA

PMA652: PRINT MARKETING

Course Name (English)	PRINT MARKETING APPROVED		
Course Code	PMA652		
MQF Credit	3		
Course Description	This course provides an introduction to basic principle of marketing. Student will expose to develop a better understanding of marketing in general in form of theories and practices of the printing industry. Student will also explore the micro and macro of marketing environment toward the procedures and process in the printing industry. The course also describes to student the activity in the printing sector which involve customer relationship, integrated marketing communication strategies which given an opportunities within the industry.		
Transferable Skills	Management Problem Solving		
Teaching Methodologies	Lectures, Discussion, Presentation		
CLO	CLO1 Describe the fundamental marketing based on printing products required by the client CLO2 Present verbally on the market printing sectors especially on products CLO3 Demonstrate report the marketing strategies basically on servicing sector in the country		
Pre-Requisite Courses	No course recommendations		
Reading List	<table border="1"><tr><td>Recommended Text</td><td><ul style="list-style-type: none">• Purashraf Yasanallah, Vahid Bidram 2016, <i>Handbook of Marketing Mix and Management Process</i> [ISBN: 9781785692017]• Yusniza Kamarulzaman, Nor Khalidah Abu 2015, <i>Principles of Marketing</i> [ISBN: 9789676590510]• Kim Ann King 2015, <i>The Complete Guide to B2B Marketing</i>, Ft Press [ISBN: 0134084527]• Linda Coles 2014, <i>Marketing with Social Media</i>, Wrightbooks [ISBN: 9780730315124]• Stephan Dahl 2014, <i>Social Media Marketing</i>, SAGE Publications Limited [ISBN: 9781446280737]</td></tr></table>	Recommended Text	<ul style="list-style-type: none">• Purashraf Yasanallah, Vahid Bidram 2016, <i>Handbook of Marketing Mix and Management Process</i> [ISBN: 9781785692017]• Yusniza Kamarulzaman, Nor Khalidah Abu 2015, <i>Principles of Marketing</i> [ISBN: 9789676590510]• Kim Ann King 2015, <i>The Complete Guide to B2B Marketing</i>, Ft Press [ISBN: 0134084527]• Linda Coles 2014, <i>Marketing with Social Media</i>, Wrightbooks [ISBN: 9780730315124]• Stephan Dahl 2014, <i>Social Media Marketing</i>, SAGE Publications Limited [ISBN: 9781446280737]
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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		