



UNIVERSITI TEKNOLOGI MARA

CTM223: THEATRE AND FILM MARKETING AND PUBLICITY

Course Name (English)	THEATRE AND FILM MARKETING AND PUBLICITY APPROVED
Course Code	CTM223
MQF Credit	3
Course Description	This course includes basic modules of publicity, marketing and promotion for theatre and film products. Surrounding influence students to create and deliver effective and efficient publicity and marketing to get audience.
Transferable Skills	1.Demonstrate ability to socialize with people from different walks of life. 2.Demonstrate practical and contemporary knowledge of relevant professional, ethical and legal frameworks. 3.Demonstrate the ability to dream, imagine and visualize.
Teaching Methodologies	Lectures, Blended Learning, Case Study, Presentation
CLO	CLO1 Prepare basic requirement for publicity and marketing purpose CLO2 Propose a marketing and publicity campaign for film or theatre product CLO3 Respond to marketing and publicity obligations
Pre-Requisite Courses	No course recommendations
Topics	
1. Course Briefing 1.1) Defining terms of theater and film marketing and publicity.	
2. What is Marketing? 2.1) How does marketing the arts differ from conventional product marketing? 2.2) How is demand measured for the product of performing arts organization?	
3. Marketing Personnel 3.1) Marketing Department 3.2) Communication Department 3.3) Design Department 3.4) Ticketing Services Department	
4. The Marketing Plan 4.1) Situation Analysis 4.2) Market Analysis 4.3) SWOT Analysis	
5. Marketing Strategies 5.1) Direct Mail 5.2) E-mail & Text Messaging 5.3) Telemarketing	
6. What is Publicity? 6.1) How does publicity differ from Advertising.? 6.2) What Resources might a publicist use to research media market?	
7. Creating the Publicity Campaign 7.1) Researching the production or Organization. 7.2) Researching Media markets and Creating a Press Release.	

8. Creating the Publicity Campaign

- 8.1) a) Press Release
- 8.2) What is Press Release?
- 8.3) How to write Press Release
- 8.4) b) Pitching to Media
- 8.5) What the dos and don'ts of

9. Creating the Publicity Campaign: Creating Photo and Video Images

- 9.1) What factors should be considered when setting up a photo or video shoot.

10. Creating the Publicity Campaign

- 10.1) a) Press Conferences
- 10.2) b) Interviews
- 10.3) c) Media Appearances

11. Practicum

- 11.1) Students group project.

12. Practicum

- 12.1) Students group project.

13. Presentation 1

- 13.1) Students presentation.

14. Presentation 2

- 14.1) Students presentation.

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual assignment 20% Group assignment (process) 40%	60%	CLO1 , CLO2 , CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> Douglas Mayo 2012, <i>Packed To The Rafters: Modern Techniques Of Promoting Your Fringe Or Amateur Theatre Production.</i>, Silvermoon Publishing Great Britain
	Reference Book Resources	<ul style="list-style-type: none"> Chuck William 2013, <i>Principle Of Management</i>, South-Western Cengage Learning Canada Tobie S. Stein. Jessica Bathurst 2008, <i>Performing Arts Management: A Handbook of profesional Practices</i>, Allworth Press New York James L. Moody 2002, <i>The Business of Theatrical Design</i>, Allworth Press New York Pocker Mentor 2006, <i>Leading Poepple</i>, Harvard Business School Publishing Corporation USA

Article/Paper List	This Course does not have any article/paper resources
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Other References	This Course does not have any other resources
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