



UNIVERSITI TEKNOLOGI MARA

CTM463: ARTS PRODUCT MANAGEMENT AND MARKETING

Course Name (English)	ARTS PRODUCT MANAGEMENT AND MARKETING APPROVED
Course Code	CTM463
MQF Credit	3
Course Description	This course will introduce basic marketing concept and principles in general. Discussions will focus on the applications of these principles toward management and marketing of the arts in Malaysian context; taking into consideration of strategic marketing techniques such as establishing objectives, assessing resources, formulating product propositions, market segmentation, sales and pricing strategies, and channels of marketing. Students will also be introduced to the categories of arts in terms of tangible and intangible products, heritage, culture, services, etc.
Transferable Skills	Demonstrate professional skills, knowledge and competencies.
Teaching Methodologies	Lectures, Blended Learning, Discussion, Presentation
CLO	CLO1 Explain the concept and principles of marketing and the arts or art products CLO2 Justify the importance of strategic planning for marketing of art products CLO3 Select appropriate techniques in conducting market analysis and marketing strategies
Pre-Requisite Courses	No course recommendations
Topics	
1. Course briefings and Introductory lecture 1.1) Introduction of marketing subject.	
2. Overview of Marketing 2.1) What is Marketing	
3. Strategic Planning for Competitive Advantage 3.1) Nature of Strategic Planning	
4. Marketing Environment 4.1) The External Marketing Environment	
5. Consumer Decision Making 5.1) Types of Consumer Buying-Decision and Consumer Involvement	
6. Segmenting and Targeting Markets 6.1) The important of market segmentation.	
7. 1. Class Test 2. Marketing Research 7.1) How to do a research in marketing.	
8. Product 8.1) • With emphasis on the arts	
9. Pricing 9.1) • With emphasis on the arts	
10. Place 10.1) • With emphasis on the arts	
11. Promotion and Communication Strategy 11.1) Advertising & PR	
12. Promotion and Communication Strategy 12.1) Sales Promotion & Personal Selling	

13. Social Media and Marketing

13.1) Creating and leveraging a social media campaign.

14. Group Presentations

14.1) Presentation group A and B

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Individual Project	Students are required to work in teams and participate in project(s) specified or agreed by the lecturer.	40%	CLO2
	Test	Test 1	20%	CLO1

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> • W.L. Charles, F.H. Joseph, M. Carl 2013, <i>Marketing</i>, 12th Ed., 7, Cengage Learning Asia Pte Ltd Singapore [ISBN: 978-1-305-044] • D. Pam 2014, <i>Global Content Marketing</i>, McGraw-Hill New York [ISBN: 978-0-07-1840] • L. Frank 2008, <i>Words That Works</i>, Hachette Books France [ISBN: 978-14013092] • R. Kerin, S. Hartly, R. William 2012, <i>Marketing</i>, 11th Ed., McGraw-Hill Chicago [ISBN: 978-007802889] • G. Dhruv 2012, <i>M: Marketing</i>, 3rd Ed., McGraw-Hill/Irwin New York [ISBN: 978-007802885]

Article/Paper List	This Course does not have any article/paper resources
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Other References	<ul style="list-style-type: none"> • Book 1. Dhruv Grewal and Michael Levy 2008, <i>Marketing</i>, McGraw-Hill • Book Nor Khalidah Abu and Yusniza Kamarulzaman 2009, <i>Principles of Marketing</i>, Oxford University Press, Kuala Lumpur • Book Philip Kotler and Kevin Lane Keller 2012, <i>A Framework for Marketing Management</i>, Pearson, Essex
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