



UNIVERSITI TEKNOLOGI MARA

BRO602: BROADCAST MARKETING STRATEGY

Course Name (English)	BROADCAST MARKETING STRATEGY APPROVED
Course Code	BRO602
MQF Credit	2
Course Description	From a business perspective, marketing is an art that strategically identifies target market demands for certain broadcast services and meeting those wants satisfactorily at a profit. Successful electronic media market is said to happen when there is customer satisfaction through the services, innovation, creativity, service quality and customer service. Therefore, the course is designed to expose students to the importance of clarifying an electronic media organization's overall goals, its marketing objectives, and suggest ways of coordination the strategies in each element of the market mix (the 4 Ps: product, pricing, place and promotion). It will also discuss the programming and distribution principles that target markets (such as satellite and terrestrial television and radio) use before arriving at a purchase decision. Students will participate in case study discussions, view samples of TV program marketing sales kits and develop a hypothetical marketing proposal that integrates different elements of the marketing mix.
Transferable Skills	Marketing skills, Public Relations skills
Teaching Methodologies	Lectures, Blended Learning, Case Study, Tutorial
CLO	CLO1 Demonstrate market segmentation to market to different industrial consumers CLO2 Relate organizational objectives to the ethics of electronic media marketing CLO3 Show the marketing strategies that professionals use for idea development in proposal CLO4 Determine the attributes in selected cases of popular marketing campaigns of electronic products reaching the mass markets
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. An overview of the course. 1.1) 1.1 Fundamentals of Marketing	
2. 2. Public Relations in Broadcast Media 2.1) 2.1 Fundamentals of Public Relations	
3. 3. Publicity and Public Relations 3.1) 3.1 Audience Promotion 3.2) 3.2 Program Promotion	
4. 4. Sales Promotion for Advertisers 4.1) 4.1 Methods and Approaches in Sales Promotion	
5. 5. Future of Broadcast Marketing 5.1) 5.1 Broadcast Time Sales for Advertisers 5.2) 5.2 Listener's Acquisition, Maintenance and Recycling 5.3) 5.2 Generating Revenue for Media Organization	
6. 6. Research Effects 6.1) 6.1 What is marketing research 6.2) 6.2 The importance of research 6.3) 6.3 Research Device	
7. 7. Community and Media Relations 7.1) 7.1 Broadcast Marketing and Community Relations 7.2) 7.2 Broadcast Marketing and Media Relations	

8. 8. Building Brand Image 8.1) 8.1 Brand building Tactics
9. 9. Promotional Plan 9.1) 9.1 Market share 9.2) 9.2 Market analysis 9.3) 9.3 SWOT Analysis
10. 10. The Sales Proposal 10.1) 10.1 What is Sales Proposal 10.2) 10.2 Steps in Preparing Proposal 10.3) 10.3 Before, During and After the Call
11. 11. Promotional Internet Sites 11.1) 11.1 Promotion in Social Media and Websites 11.2) 11.2 Understanding the Strength of New Media Platforms
12. 12. News Promotion 12.1) 12.1 Strategies in Promoting Broadcast News 12.2) 12.2 Challenges in the Promotion of Broadcast News
13. 13. Programming of Public Television 13.1) 13.1 Understanding the Role of Public Television 13.2) 13.2 Public Television and Contemporary Challenges
14. 14. Branding Approach 14.1) 14.1 Advanced Strategies in Branding 14.2) 14.2 The Role of Rebranding

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	n/a	40%	CLO3
	Test	n/a	20%	CLO4

Reading List	Recommended Text
	<ul style="list-style-type: none"> Eastman, S. Tyler, Ferguson, Douglas A. & Klein, Robert A. 2002, <i>Media Promotion & Marketing for Broadcasting, Cable & the Internet</i>, Focal Press New York

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

Other References
<ul style="list-style-type: none"> • Book Pringle, P.K. & Starr, M. F. 2006, <i>Electronic Media Management</i>, Focal Press, Burlington • Book Albarran, Alan B. 2002, <i>Understanding Markets, Industries and Concepts</i>, Iowa State Press, Ames • Book Alexander, Alison, James Owers, Rod Carveth, C. Ann Hollifield, and Albert N. Greco (eds.) 2004, <i>Media Economics: Theory and Practice</i>, Lawrence Erlbaum, Mahwah, New Jersey • Book Eastman, Susan Tyler, and Douglas A. Ferguson 2000, <i>Research in Media Promotion</i>, Lawrence Erlbaum, Mahwah, New Jersey