



UNIVERSITI TEKNOLOGI MARA

FFM243: APPLIED CREATIVE MANAGEMENT

Course Name (English)	APPLIED CREATIVE MANAGEMENT APPROVED
Course Code	FFM243
MQF Credit	6
Course Description	This course introduces the principles and procedures involved in managing creative products. It gives emphasis to the importance of management and promotion of products in an efficient and professional manner. The students will be taught the principles of planning, designing, communicating and implementing applied creative. This course is also devised to impart students with the skills and techniques on how to carry out managerial responsibilities as well as planning and executing marketing strategies. Students will plan activities such as film production, stage play, events, cultural exhibit events or applied creative's new products/services introduction as one of the requirements of the course.
Transferable Skills	Organizational Skills: able to organize information, people or things in a systematic way; able to establish priorities and meet deadlines.
Teaching Methodologies	Lectures, Blended Learning, Discussion, Presentation, Small Group Sessions
CLO	CLO1 Develop advance management strategies for the arts through problem solving and scientific skills. CLO2 Combine suitable management and entrepreneurial skills in planning, designing, communicating and implementing project for the arts. CLO3 Justify the differences of organisation structure in the arts industry in Malaysia through the understanding of knowledge and experience gained.
Pre-Requisite Courses	No course recommendations
Topics	
1. Week 1 - Introduction to Applied Creative Management (ACM) and the 3'Cs (Cultural, Community and Commerce) 1.1) n/a	
2. Week 2 - Applied Creative Management Planning Process I 2.1) n/a	
3. Week 3 - Applied Creative Management Planning Process II 3.1) n/a	
4. Week 4 - Value and Demands of Consumer 4.1) n/a	
5. Week 5 - Consumer Behaviour I 5.1) n/a	
6. Week 6 - Consumer Behaviour II 6.1) n/a	
7. Week 7 - Managing People 7.1) n/a	
8. Week 8 - External and Internal Communication I 8.1) n/a	
9. Week 9 - External and Internal Communication II 9.1) n/a	
10. Week 10 - Introduction to SWOT and SMART Concept I 10.1) n/a	

11. Week 11 - Introduction to SWOT and SMART Concept II 11.1) n/a
12. Week 12 - Applied Creative Management Project Pitching 12.1) n/a
13. Week 13 - Project Execution and Presentation 13.1) n/a
14. Week 14 - Postmortem and Reporting 14.1) n/a

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	One (1) Proposal of self directed research (library references) to assess student knowledge of fundamental applied creative management.	30%	CLO1
	Assignment	One (1) individual assignment. Student is required to develop a working portfolio reflecting their task and responsibilities for the final project.	30%	CLO3
	Final Project	One (1) written group assignment, with one (1) group presentation to assess student understanding of arts management and how organization works.	40%	CLO2

Reading List	Recommended Text		
		<ul style="list-style-type: none"> • Alex Genadinik 2015, <i>Event Planning: Management and Marketing for Successful Events</i>, Createspace Independent Publishing Platform [ISBN: 9781519178206] • Lena Malouf 2012, <i>Events Exposed</i>, John Wiley & Sons [ISBN: 9780470904084] • Lynn Van Der Wagen & Lauren White 2018, <i>Event Management : For Tourism, Cultural, Business and Sporting Events</i>, 1 Ed., Cengage Australia Melbourne [ISBN: 9780170394451] • Hugues Seraphin & Maximiliano Korstanje 2018, <i>International Event Management</i>, 1 Ed., Nova Science Publisher New York [ISBN:] 	
	Reference Book Resources	<ul style="list-style-type: none"> • Ruth Dawson & David Besset 2015, <i>Event Planning And Management</i>, 1 Ed., CIPR United Kingdom [ISBN: 97807494712] 	

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