



UNIVERSITI TEKNOLOGI MARA

DGM611: MOBILE MARKETING

Course Name (English)	MOBILE MARKETING APPROVED		
Course Code	DGM611		
MQF Credit	4		
Course Description	Mobile marketing is a key discipline in Internet marketing. This course will emphasize both theory and real-life applications and provides a comprehensive examination of mobile marketing, from text messages to full mobile applications. The course is designed to help marketers understand the underlying mobile technology, become aware of the evolving options available, evaluate which are relevant to their marketing objectives and create persuasive campaigns that take advantage of the power of mobile applications.		
Transferable Skills	Cognitive Psychomotor Affective		
Teaching Methodologies	Lectures, Web Based Learning, Presentation, Self-directed Learning, Collaborative Learning, Project-based Learning		
CLO	<p>CLO1 Explain the impact of contemporary mobile marketplace and mobile application technology environment associated with mobile marketing.</p> <p>CLO2 Evaluate the effectiveness of mobile marketing technologies toolkit for inclusion in mobile marketing plans.</p> <p>CLO3 Demonstrate entrepreneurial skill in craft a mobile marketing strategy plan for an existing business using an appropriate mix of mobile and location based marketing tools.</p>		
Pre-Requisite Courses	No course recommendations		
Reading List	<table border="1"> <tr> <td>Recommended Text</td> <td> <ul style="list-style-type: none"> • Rowles, D. 2017, <i>Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising.</i>, 2nd Ed., Kogan Page Great Britain and United States [ISBN: 749479800] • Michael, A. & Salter, B. 2017, <i>Mobile Marketing</i>, Taylor & Francis Group [ISBN: 138160552] • Rowles, D. 2014, <i>Mobile Marketing: How Mobile technology is Revolutionizing Marketing, Communications, and Advertising</i>, 1st Ed., Kogan Page [ISBN: 749469382] • Pasqua, R. & Elkin, N. 2013, <i>Mobile Marketing: An Hour a Day</i>, Times Group Books [ISBN: 118388440] </td> </tr> </table>	Recommended Text	<ul style="list-style-type: none"> • Rowles, D. 2017, <i>Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising.</i>, 2nd Ed., Kogan Page Great Britain and United States [ISBN: 749479800] • Michael, A. & Salter, B. 2017, <i>Mobile Marketing</i>, Taylor & Francis Group [ISBN: 138160552] • Rowles, D. 2014, <i>Mobile Marketing: How Mobile technology is Revolutionizing Marketing, Communications, and Advertising</i>, 1st Ed., Kogan Page [ISBN: 749469382] • Pasqua, R. & Elkin, N. 2013, <i>Mobile Marketing: An Hour a Day</i>, Times Group Books [ISBN: 118388440]
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Article/Paper List	This Course does not have any article/paper resources		
Other References	<ul style="list-style-type: none"> • Book Becker, M. & Arnold, J. 2010, <i>Mobile Marketing for Dummies</i>, Wiley http://ISBN: 9780470616680 • Book Dushinski, K.I.M. 2009, <i>Mobile Marketing Handbook. A Step-by- Step Guide to Creating Dynamic Mobile Marketing Campaigns</i>, Cyber Age Books http://ISBN: 9780910965903 • Book Hasen, J. 2012, <i>Mobilized Marketing: How to Drive Sales, Engagement, and Loyalty Through Mobile Devices</i>, Wiley http://ISBN: 9781118243268 • Book Hopkins, J. & Turner, J. 2012, <i>Go Mobile: Location-Based Marketing, Apps, Mobile Optimized Ad Campaigns, 2D Codes and Other Mobile Strategies to Grow Your Business</i>, Wiley http://ISBN: 9781118239544 		

- Book Hua, H. 2019, *Mobile Marketing Management: Case Studies from Successful Practices* , Productive Press, New York
<http://9780429030871>
- Book Krum, C. 2010, *Mobile Marketing: Finding Your Customers No Matter Where They Are* , Pearson Education
<http://ISBN: 9780768694796>
- Book Schadler, T. Bernoff, J. & Ask, J. 2014, *The Mobile Mind Shift: Engineer Your Business to Win in the Mobile Moment* , Groundswell Press
<http://ISBN: 9780991361014>