



UNIVERSITI TEKNOLOGI MARA

GDG564: MARKETING COMMUNICATION

Course Name (English)	MARKETING COMMUNICATION APPROVED	
Course Code	GDG564	
MQF Credit	3	
Course Description	Marketing Communications is a term used interchangeably (though slightly wider concept) with "Promotions". It is an ever-changing field encompassing the growing array of communication activities so vital to the success of marketing performance. The course will observe two major areas of studies; theories surrounding marketing communications, and the understanding of marketing communications process and the integrated planning activities.	
Transferable Skills	Communication skill Research skill	
Teaching Methodologies	Lectures, Blended Learning, Tutorial, Presentation, Supervision	
CLO	CLO1 Discuss the activities and the evolving concept of Marketing Communication CLO2 Construct the interrelated process Marketing Communication Planning and execution CLO3 Propose integrated marketing communication in building brands thru final project	
Pre-Requisite Courses	No course recommendations	
Reading List	Recommended Text	<ul style="list-style-type: none"> • Roman Hiebing, Scott Cooper, Steve Wehrenberg 2011, <i>The Successful Marketing Plan: How to Create Dynamic, Results Oriented Marketing, 4th Edition</i>, McGraw Hill Professional [ISBN: 9780071745574] • Marty Neumeier 2005, <i>The Brand Gap, Revised Edition</i>, Peachpit Press [ISBN: 9780321348104] • Carl McDaniel, Jr., Roger Gates 2009, <i>Marketing Research Essentials</i>, Wiley [ISBN: 9780470169704] • John Egan 2014, <i>Marketing Communications</i>, SAGE Publications Limited [ISBN: 9781446259023]
Article/Paper List	Recommended Article/Paper Resources <ul style="list-style-type: none"> • Madhavaram, S., Badrinarayanan, V., & McDonald, R. E. 2013, Integrated marketing communication (IMC) and brand identity as critical components of brand equity strategy: A conceptual framework and research propositions., <i>Journal of Advertising</i>, 69-80 • Kamaruzaman, M.F. ; Zainol, I.H. 2014, The role of mobile advertising technology towards millennial social behavior, <i>IEEE CONFERENCE PUBLICATIONS</i>, 66-69 http://ieeexplore.ieee.org/ezaccess.library.uitm.edu.my/xpl/articleDetails.jsp?arnumber=6914147 Reference Article/Paper Resources <ul style="list-style-type: none"> • Duncan, T., & Caywood, C. 1996, The concept, process, and evolution of integrated marketing communication, 13-34 https://books.google.com.my/books?hl=en&lr=&id=8uPMCDvdhocC&oi=fnd&amp:pg=PA13&dq=marketing+communication&ots=q-gl6XEA3b&sig=w1l-IOA1mTy_g8mIP-CnRV5i9DMq&redir_esc=y#v=onepage&q=marketing%20communication&f=false 	
Other References	This Course does not have any other resources	