



**UNIVERSITI TEKNOLOGI MARA**

**IMD227: PROMOTION OF INFORMATION PRODUCTS AND SERVICES**

<b>Course Name (English)</b>	PROMOTION OF INFORMATION PRODUCTS AND SERVICES <b>APPROVED</b>		
<b>Course Code</b>	IMD227		
<b>MQF Credit</b>	3		
<b>Course Description</b>	This course introduces the general overview of promotional of information products and services. Students also will be exposed each of the method of promoting both information products and services. This course will be conducted by considering the informant of information and its value as an invisible asset in managing the information agencies.		
<b>Transferable Skills</b>	1. Communication Skill 2. Event Management Skill 3. Public Relations		
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Tutorial, Discussion, Presentation, Small Group Sessions		
<b>CLO</b>	CLO1 Identify the basic concept of promotion of information products and services CLO2 Discuss promotional methods and techniques in various information agencies CLO3 Demonstrate the importance of information promotion in various information agencies		
<b>Pre-Requisite Courses</b>	No course recommendations		
<b>Reading List</b>	<table border="1"> <tr> <td><b>Reference Book Resources</b></td> <td> <ul style="list-style-type: none"> <li>• Eileen Elliott de Saez 2002, <i>Marketing concepts for libraries and information services</i>, 2nd Ed Ed., Facet Pub. London [ISBN: 9781856044264]</li> <li>• Feona Hamilton 1990, <i>Infopromotion</i>, Aldershot, Hants, England ; Gower, c1990. [ISBN: 0566055775]</li> <li>• Marian S. Edsall 1980, <i>Library Promotion Handbook</i>, Phoenix: The Oryx Press</li> <li>• Darlene E. Weingand 1999, <i>Marketing/Planning Library and Information Services</i>; Libraries Unlimited [ISBN: 1563086123]</li> </ul> </td> </tr> </table>	<b>Reference Book Resources</b>	<ul style="list-style-type: none"> <li>• Eileen Elliott de Saez 2002, <i>Marketing concepts for libraries and information services</i>, 2nd Ed Ed., Facet Pub. London [ISBN: 9781856044264]</li> <li>• Feona Hamilton 1990, <i>Infopromotion</i>, Aldershot, Hants, England ; Gower, c1990. [ISBN: 0566055775]</li> <li>• Marian S. Edsall 1980, <i>Library Promotion Handbook</i>, Phoenix: The Oryx Press</li> <li>• Darlene E. Weingand 1999, <i>Marketing/Planning Library and Information Services</i>; Libraries Unlimited [ISBN: 1563086123]</li> </ul>
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<b>Article/Paper List</b>	This Course does not have any article/paper resources		
<b>Other References</b>	This Course does not have any other resources		