

Subject Code: 1MS2020352

Subject Title: Integrated Marketing Communication

1. Course Objectives and Outline:

This course is aimed at familiarizing students with concepts and practices in marketing communications. It also provides an understanding of the basic principles of planning and execution of Marketing Communications. This course enables students with following concepts:

- Integrated Marketing Communications
- Promotion Mix
- Marketing Communication Process
- Setting Objectives for Marketing Communications
- Planning Execution and Budgeting of Marketing Communication Programs
- Media Planning and Selection
- Evaluating Marketing Communications

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)		Total
				University Assessment	Internal Assessment	
4	-	-	4	60 Marks	40 Marks	100 Marks

3. Syllabus

Module No.	Contents	Total Hours	Weight
1	Introduction to IMC, Role of IMC in Marketing Process Organizing for Advertising and Promotion Marketing Communication and Consumer Behaviour	12	25%
2	Communication Process Source, Message and Channel Factors Case Discussion	12	25%
3	Establishing Objectives and Budgeting Planning, implementation and Evaluation of Creative Strategy Ad Making Exercise	12	25%
4	Media planning Strategy Measuring Effectiveness of Promotional Programs Case Discussion	12	25%

4. Course Pedagogy

The pedagogy of the subject involves Lectures, Role Plays, Case Discussions, Real life Business Scenarios. Students will be given group tasks and assignments. Students will also be assigned field tasks. Discussion on concepts used on recent advertisements will be held.

5. Suggested Readings

a. Books

- 1 Advertising & Promotion – an Integrated Marketing Communications Perspective; by George Belch, Michael Belch and Keyur Purani; Mc Graw Hill
- 2 Integrated Marketing Communications: A South Asian Perspective, by O’Guinn, Allen, Semenik, Banerjee, Cengage Learning India
- 3 Integrated Advertising, Promotion, and Marketing Communication; by Kenneth Clow and Donald Baack; Pearson
- 4 Advertising Management; by Aaker, Batra and Myers; Prentice-Hall

b. Journals/Magazines

- Journal of Advertising research By WARK.
- Journal of Advertising by Taylor & Francis Ltd
- Journal of Marketing Communications by Taylor & Francis Ltd

6. Evaluation Scheme

Sr. No.	Component	Weight
1	University Examination	60%
2	Internal Assessment -Depending on the need and objectives of the subject, internal assessment should include minimum three of the following sub-components; <i>Class Test, Quiz, Assignments, Case Presentation, Class Participation, Projects, Team/Individual Assignments.</i> -The weightage of a sub-component should not exceed 50% of internal assessment component weight. - The bifurcation of sub-components shall be communicated by the instructor before commencement of the academic sessions.	40%