

Branch Name:	MANAGEMENT (Marketing Management)
Program Code:	MS301
Course Name:	Integrated Marketing Communication
Course Code:	2MS3010552T
Pre-requisite Course:	Marketing Management

Course Objectives:

- 1) To acquaint the students with fundamentals of Marketing Communication Process
- 2) To provide an insight in the area of Promotion Mix
- 3) To acquaint the students with concepts and techniques in the application for developing and designing an effective advertising and promotional programme.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	60	40	-	-	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weightage (%)
1	Introduction to IMC, Role of IMC in Marketing Process Organizing for Advertising and Promotion Marketing Communication and Consumer Behaviour	10	20%
2	Communication Process Source, Message and Channel Factors Case Discussion	10	20%
3	Establishing Objectives and Budgeting Planning, implementation and Evaluation of Creative Strategy Ad Making Exercise	10	20%
4	Media planning Strategy Measuring Effectiveness of Promotional Programs Case Discussion	10	20%
5	Response hierarchy models: AIDA, AIETA, FCB Grid, ELM. Digital Media: Online, Mobile and App Advertising: (Only a brief outline) E-commerce, Mobile Marketing, Online advertising, Social Media Advertising.	8	20%

Text Books:

1. Advertising & Promotion – an Integrated Marketing Communications Perspective; by George Belch, Michael Belch and Keyur Purani; Mc Graw Hill

Reference Books:

1. Integrated Marketing Communications: A South Asian Perspective, by O'Guinn, Allen, Semenik, Banerjee, Cengage Learning India

List of Open-Source Software/learning website:

1. https://onlinecourses.swayam2.ac.in/cec20_ge07/preview
2. https://onlinecourses.swayam2.ac.in/cec22_mg08/preview

LAB/Practical

1. Case Studies
2. Field Assignments
3. Ad Making Exercises

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Understand and describe Integrated Marketing Communications (IMC)	1 Remember
CLO2	Understand functioning of an advertising department / agency and the roles managers assume for managerial performance	2 Understand
CLO3	Describe the components of IMC and how each plays a role in building an IMC strategy	2 Understand 3 Apply
CLO4	Demonstrate an understanding of IMC and apply it to business strategic planning principles.	3 Apply
CLO5	Design & Create Integrated media and marketing Communication plans.	6 Create
CLO6	Measure performance of marketing communication plans by understanding how to evaluate marketing communications programs.	4 Analyse 5 Evaluate

Mapping of CLOs with POs & PSOs

Course Learning Outcomes	Program Outcomes (POs)								Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	M		L			L				
CLO2	L	H								
CLO3	H	L		M	L			L	M	
CLO4	L	M	H	H	L	M				
CLO5		H		M				L	M	M
CLO6		H				M		L		M

H: High, M: Medium, L: Low
