

INTEGRATED MARKETING COMMUNICATIONS			
Course Code	22MBAMM404	CIE Marks	50
Teaching Hours/Week (L:P:SDA)	2:2:0	SEE Marks	50
Total Hours of Pedagogy	40	Total Marks	100
Credits	03	Exam Hours	03
Course Learning objectives: <ul style="list-style-type: none"> To build a comprehensive framework for integrated marketing communications. To the study the advertising, publicity, personal selling, direct marketing and sales promotion. To enhance knowledge of emerging trends in integrated marketing communications. To acquaint the students with the latest internet and e-marketing techniques, ethically way of handling business. 			
Module-1 (6 Hours)			
Integrated Marketing Communication: Role of IMC in marketing process, IMC planning model, Marketing and promotion Process model. Communication Process, steps involved in developing IMC programme, Effectiveness of marketing communications Advertising: Purpose, Role, Functions, Types, Advertising Vs Marketing mix, Advertising appeal in various stages of PLC Relevant Case Study			
Module-2 (6 Hours)			
Advertising Agency: Type of agencies, Services offered by various agencies, Criteria For selecting the agencies and evaluation. Advertising objectives and Budgeting: Goal setting – DAGMAR approach, various budgeting methods used. Relevant Case Study			
Module-3 (7 Hours)			
Media planning: Factors considered in Media Planning, Developing Media plan, Importance, Problems encountered, Advertising Media, Media Evaluation-Print, Broadcast media, Support media in advertising. Media strategy: Creativity, Elements of creative strategies and its implementation, Importance of Headline and body copy. Relevant Case Study			
Module-4 (7 Hours)			
Direct Marketing: Features, Functions, Growth, Advantages/Disadvantages, And Direct Marketing Strategies. Promotion: Meaning, Importance, tools used, Conventional/unconventional, drawbacks, push pull strategies, Co-operative advertising, Integration with advertising and publicity Public relation/ Publicity:- Meaning, Objectives, tools of public relations, Public Relation strategies, Goals of publicity Corporate Advertising – Role, Types, Limitations, PR Vs Publicity Relevant Case Study			

Module-5 (7 Hours)
Monitoring, Evaluation and control: Measurement in advertising, various methods used for evaluation, Pre-testing, Post testing. Relevant Case Study
Module-6 (7 Hours)
International Advertising: Global environment in advertising, Decision areas in international advertising. Industrial advertising: B 2 B Communication, Special issues in Industrial selling. Internet advertising: Meaning, Components, Advantages and Limitations, Types of Internet advertising Advertising Laws & Ethics: Advertising & Law, Advertising & Ethics, Pester Power, Intellectual Property Rights, ASCI Relevant Case Study
Assessment Details (both CIE and SEE) <p>The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.</p> <p>Continuous Internal Evaluation:</p> <p>There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE.</p> <p>CIE Marks shall be based on:</p> <p>a) Tests (for 25Marks) and</p> <p>b) Assignments, presentations, Quiz, Simulation, Experimentation, Mini project, oral examination, field work and class participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.</p> <p>Semester End Examination:</p> <p>The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.</p> <ul style="list-style-type: none"> • The question paper will have 8 full questions carrying equal marks. • Each full question is for 20 marks with 3 sub questions. • Each full question will have sub question covering all the topics. • The students will have to answer five full questions; selecting four full question from question number one to seven in the pattern of 3, 7 & 10 Marks and question number eight is compulsory.

Suggested Learning Resources:

1. Advertising and Promotions IMC Perspectives: Belch and Belch, 9/e, Tata McGraw Hill, 2012.
2. Advertising & Integrated Brand Promotion - O'Guinn, Allen, Semenik, Cengage Learning, 2008
3. Integrated Advertising, Promotion, and Marketing Communications, Global Edition, Kenneth E Clow, **Donald E Baack**, 9th edition Published by Pearson, Copyright © 2022
4. Advertising an IMC Perspective, S.N. Murthy & U Bhojanna, Excel Books, 2007
5. Integrated Marketing Communications – Niraj Kumar, HPH, 2013.
6. Advertising Management, Jaishri Jethwaney & Shruti Jain, Oxford University Press
7. Advertising & Promotions: An IMC perspective, Kruti Shah and Alan, Souza, Tata Mc Graw Hill
8. Advertising & Promotion: An IMC approach, Terence A. Shimp Pub., Cengage Learning

Web links and Video Lectures (e-Resources):

Weblinks for Video lectures:

1. <https://www.digimat.in/nptel/courses/video/110107158/L04.html>
2. https://www.academia.edu/13180608/E_Book_IMC_Integrated_Marketing_Communication
3. <https://www.pdfdrive.com/integrated-marketing-communications-d41011351.html>
4. <https://www.digimat.in/nptel/courses/video/110107158/L03.html>
5. <https://www.youtube.com/watch?v=GyxdlocMSpY>
6. <https://www.youtube.com/watch?v=dQNRWF1BaTc>
7. <https://www.youtube.com/watch?v=joyTZI5isp4>
8. <https://www.youtube.com/watch?v=iGZZqpytetE>
9. <https://www.youtube.com/watch?v=-WXxxR-Ry3E>
10. <http://www.gurukpo.com>
11. <https://www.youtube.com/watch?v=uuFGD7eCrhc>

Weblinks for Additional e-Resources:

1. https://www.researchgate.net/publication/46966230_Advertising_and_Promotion_An_Integrated_Marketing_Communication_Perspective
2. <https://bestdigitalagency.in/best-advertising-agencies-in-bangalore/>
3. <https://www.marketingevolution.com/marketing-essentials/media-planning>
4. <https://www.marketing91.com/media-strategy/>
5. <https://www.cyberclick.net/numericalblogen/what-is-direct-marketing-benefits-and-steps-to-campaign>
6. <https://www.startingbusiness.com/blog/marketing-ethics>
7. <https://www.igi-global.com/chapter/integrated-marketing-communication-and-the-ethics-of-advertising/213085>
8. <https://byjus.com/commerce/what-is-promotion/>
9. <https://www.managementstudyhq.com/public-relations-and-publicity.html>
10. <https://ebooks.ibsindia.org/imc/chapter/sessions-24-25-monitoring-evaluation-control-integrated-marketing-communication/>
11. <https://www.artofmarketing.org/international-marketing-2/advertising/international-advertising-meaning-characteristics-nature-and-media-selection/13601>
12. <https://sendpulse.com/support/glossary/advertising>
13. <https://www.managementstudyguide.com/industrial-advertising.htm>

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

Skill Development Activities Suggested

- Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.
- Ability to create an integrated marketing communications plan which includes promotional strategies.
- Explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies.
- Prepare advertising copy and design other basic IMC tools.
- Develop Internet media strategies to solve business problems.

Course outcome

At the end of the course the student will be able to :

Sl. No.	Description	Blooms Level
CO1	The students will be able to define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.	L1
CO2	The students will be getting an idea to explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies.	L2
CO3	The students will get the ability to create an integrated marketing communications plan which includes promotional strategies.	L3
CO4	The students will get trained in the art of drafting, prepare advertising copy and design other basic IMC tools ethically Situations.	L4

Mapping of COS and POs

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1					2			
CO2		1					2		
CO3			1		2		3		
CO4				1	2			3	2



HOD

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