



**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**Syllabus for Bachelor of Vocation (B.Voc), 4<sup>th</sup> Semester**  
**Branch: Sales & Marketing Management**  
**Subject Name: Integrated Marketing Communication**  
**Subject Code: 1142201**

**Teaching and Examination Scheme:**

Teaching Scheme			Credit	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
			ESE (E)	PA (M)	ESE (V)	PA (I)		
3	0	0	3	50	0	0	0	50

L- Lectures; T- Tutorial/Teacher Guided Student Activity; P- Practical; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

**Contents:**

Sr. No.	Practical / Hands on Exercise	Teaching Hrs.	Module% Weightage
1	<b>UNIT-I Integrated Marketing Communication:</b> <ul style="list-style-type: none"> <li>• Meaning, Evolution of IMC</li> <li>• Reasons for growth and Features</li> <li>• Promotional tools for IMC,</li> <li>• IMC Planning Process</li> <li>• Role of IMC in marketing communication.</li> </ul>	10	20%
2	<b>Elements of IMC:</b> <ul style="list-style-type: none"> <li>• <b>Sales promotion</b>, Different types of Sales Promotion, advantages &amp; disadvantages,</li> <li>• <b>Public Relation &amp; Publicity</b>- advantages &amp; disadvantages.</li> <li>• Types of Publicity,</li> <li>• <b>Direct Marketing</b>- Features, advantages &amp; disadvantages.</li> </ul>	10	25%
3	<b>UNIT-III Other IMC Tools:</b> <ul style="list-style-type: none"> <li>• <b>Personal Selling</b>:-Features, advantages &amp; disadvantages.</li> <li>• <b>Advertising</b>- Features, Advantages &amp; disadvantages.</li> <li>• <b>Sales Promotion</b></li> <li>• <b>sponsorships</b></li> </ul>	10	25%
4	<b>UNIT-IV Digital Media: Online, Mobile and App Advertising:</b> <ul style="list-style-type: none"> <li>• <b>Mobile marketing</b>: Types of mobile marketing</li> <li>• <b>Online advertising</b>: Rich Media: Pop-Ups, and Video Ads, Websites and Sponsored Sites, Blogs and Podcasts, E-mail Advertising</li> <li>• <b>Social Media Advertising</b>: Social Media Advantages and</li> <li>• Disadvantages.</li> </ul>	12	30%
	<b>Total</b>	<b>42</b>	



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**Reference Books:**

Kenneth E. Clow, Donald E. Baack	Integrated Advertising, Promotion and Marketing Communications	Pearson	6 <sup>th</sup>
Terence A. Shimp, J. Craig Andrews	Advertising Promotion and Other Aspects of Integrated Marketing Communications	Cengage	9 <sup>th</sup>
Kruti Shah	Advertising and Integrated Marketing Communications	McGraw Hill	1 <sup>st</sup>
George E. Belch, Michael A. Belch, Keyoor Purani	Advertising and Promotion	McGraw Hill	9 <sup>th</sup>
Niraj Kumar	Integrated Marketing Communication	Himalaya	Latest
S. N. Murthy, U. Bhojanna	Advertising: An IMC Perspective	Excel Books	3 <sup>rd</sup>
Jonathan Hardy, Iain Mercury, Helen Powell	The Advertising Handbook	Routledge	2014

**Suggested Specification table with Marks (Theory): (For BVOC only)**

<b>Distribution of Theory Marks</b>					
R Level	U Level	A Level	N Level	E Level	C Level
15	15	20	0	0	0

Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create and above Levels (Revised Bloom's Taxonomy)

**Course Outcomes:**

Sr. No.	CO Statement	Marks % Weightage
CO-1	To explain the principles and practices of marketing communications, involving tools used by marketers to inform consumers.	20%
CO-2	To discuss all the elements of IMC.	25%
CO-3	Demonstrate a comprehensive understanding of marketing communications theories and concepts.	25%
CO-4	To give the brief understanding of modern means of marketing communication.	30%