

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION

**Year – 2 (Semester – III) (W.E.F. Academic Year 2018-19)**

**Specialization: Marketing Management**

**Subject Name: Integrated Marketing Communication (IMC)**

**Subject Code: 3539212**

### 1. Learning Outcomes:

- Familiarize the students with concepts and practices in marketing communications.
- Detailed understanding of various communication tools and their effectiveness in contemporary time
- Bring out ideas for effective marketing communications.

2. **Course Duration:** The course duration is of **36 sessions of 75 minutes each**

### 3. Course Contents:

Module No.	Modules / Sub-Modules	Sessions	70 Marks (External Evaluation)
I	<b>An Introduction to Integrated Marketing Communication (IMC)</b> Meaning and Role of IMC in Marketing process, one voice communication v/s IMC, Introduction to IMC tools, Role of Advertising Agencies and other marketing organizations providing marketing Services and perspectives on consumer behaviour.	8	16
II	<b>Understanding communication process</b> Source, Message, Channel factors, Communication response hierarchy – AIDA model, Hierarchy of effect model, Innovation Adoption mode, Information Processing Model, The Standard learning Hierarchy, Attribution Hierarchy, and low involvement hierarch. Consumer Involvement – The Elaboration Likelihood (ELM) Model, the Foote, Cone and Belding (FCB) Model.	10	18
III	<b>Planning for Marketing Communication (Marcom)</b> Establishing Marcom Objectives and Budgeting for Promotional Programmes – Setting communication objectives, Sales as Marcom objective, DAGMAR approach for setting ad objectives. Budgeting for Marcom- Factors influencing budget, Theoretical approach to budgeting viz, Marginal analysis and Sales Response curve, Method to determine Marcom budget.	9	18

<b>IV</b>	<p><b>Developing the Integrated Marketing Communication Programme and Measuring Effectiveness</b></p> <p>Planning and development of creative Marcom. Creative strategies in advertising, sales promotion, publicity, event sponsorships etc. Creative strategy in implementation and evaluation of Marcom – Types of appeals and execution styles. Media planning and selection decisions – steps involved and information needed for media planning. Measuring the effectiveness of all promotional tools and IMC.</p>	9	18
<b>V</b>	<p><b>Practical:</b></p> <ul style="list-style-type: none"> <li>• Select a product/service category and identify the IMC tools used for Communication.</li> <li>• Select any advertising or other marketing communication agency and study the functional departments of the same.</li> <li>• Select a product/service and make a TV, Radio and Print, Web advertisement, packaging of the same.</li> <li>• Select an IMC related topic and perform research on the same.</li> <li>• Select few competing brands and study TV, Radio and Print, Web advertisement, packaging and direct marketing and perform comparative analysis of the same.</li> <li>• Perform a comparative analysis of outdoor advertising / Point-of-purchase communication for a product/service category.</li> </ul>	---	(30 Marks of CEC)

#### 4. Teaching Methods:

The course will use the following pedagogical tools:

- Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations

#### 5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

<b>A</b>	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc	(Internal Assessment- 50 Marks)
<b>B</b>	Mid-Semester Examination	(Internal Assessment-30 Marks)
<b>C</b>	End-Semester Examination	(External Assessment-70 Marks)

## 6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	George Belch, Michael Belch, and Keyoor Purani	Advertising & Promotion – an Integrated Marketing Communications Perspective	McGraw Hill	Latest Edition
2	Kruti Shah & Alan D-Souza	Advertising and Promotions: An IMC Perspective	McGraw Hill	Latest Edition
3	Kenneth Clow and Donald Baack.	Integrated Advertising, Promotion, and Marketing Communication	Pearson	Latest Edition
4	S H H Kazmi and Satish K Batra	Advertising and Sales Promotions	Excel	Latest Edition
5	David Aaker, Rajeev Batra and John Myers	Advertising Management	Prentice Hall	Latest Edition
6	Sharma and Singh	Advertising: Planning and Implementation	PHI Learning	Latest Edition
7	Wells Moriarty and Burnett	Advertising; Principles and Practice	Pearson	Latest Edition
8	Tom Duncan	Principles of Advertising and IMC	McGraw Hill	Latest Edition
9	Terence A. Shimp	Advertising and Promotion: An IMC approach	Cengage Learning	Latest Edition
10	Thomas O’Guinn, Allen and Semenik	Advertising Management and Integrated brand Promotion	Cengage Learning	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

## 7. List of Journals / Periodicals / Magazines / Newspapers, etc.

1. Journal of Advertising
2. Journal of marketing
3. Indian Journal of Marketing
4. Indian Management
5. Journal of Consumer Behaviour