

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Part-Time)

Year II (Semester: –IV) (W.E.F. Academic Year 2018-19)

Specialization: Marketing Management

Subject Name: Integrated Marketing Communication (IMC)

Subject Code: 3549912

Subject Credits: 3

Total Marks: 150

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	An Introduction to Integrated Marketing Communication (IMC) 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	Understanding communication process 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	Planning for Marketing Communication (Marcom) 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

IV	Developing the Integrated Marketing Communication Programme and Measuring Effectiveness 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.	9	18
V	Practical: <ul style="list-style-type: none"> • Select a product/service category and identify the IMC tools used for Communication. • Select any advertising or other marketing communication agency and study the functional departments of the same. • Select a product/service and make a TV, Radio and Print, Web advertisement, packaging of the same. • Select an IMC related topic and perform research on the same. • Select few competing brands and study TV, Radio and Print, Web advertisement, packaging and direct marketing and perform comparative analysis of the same. • Perform a comparative analysis of outdoor advertising / Point-of-purchase communication for a product/service category. 	---	(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:

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