

**MBA –II Semester III
Integrated Marketing Communication (IMC)**

1. **Objectives:** The objectives of this course are:
 - 1) To familiarize the students with concepts and practices in marketing communication.
 - 2) To learn various communication tools and its effectiveness. in contemporary time, and
 - 3) Draw a lesson from that knowledge for better integration various marketing communication tools.
 - 4) Bring out creative ideas for effective marketing communication.

2. **Course Duration:**
The total hours for teaching this course will be 50 hours which will be divided into 40 sessions of 75 minutes each.

3. **Course Content:**
The course will contain following modules.

Module No.	Topics/ Sub topics	Sessions	Marks
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 – Advertising, sales promotion, publicity, public relations, and event sponsorship; The role of advertising agencies and other marketing organizations providing marketing services and perspective on consumer behaviour	8	14
II	Understanding communication process: Source, Message and channel factors, Communication response hierarchy- AIDA model, Hierarchy of effect model, Innovation adoption model, information processing model, The standard learning Hierarchy, Attribution Hierarchy, and low involvement hierarchy Consumer involvement- The Elaboration Likelihood (ELM) model, The Foote, Cone and Belding (FCB) Model	8	14
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	8	14

	budget, Theoretical approach to budgeting viz. Marginal analysis and Sales response curve, Method to determine marcom budget.		
IV	Developing the Integrated Marketing Communication Programme: 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,	8	14
V	Measuring Effectiveness and control of Promotional Programmes: Meaning and importance of measuring communication effectiveness, The testing process, measuring the effectiveness of other promotional tools and IMC. The ethical, social, and legal aspects of advertising and promotion-, Social Communication Different legislative and self regulatory codes controlling advertising and promotions in India viz. advertising councils code, print media codes, broadcasting media codes and regulations governing sales promotion, packaging, direct marketing and internet marketing	8	14

4. Teaching methods:

The following pedagogical tools shall be used for teaching the subject.

- a) Small case studies and discussions in the relevant areas of the subject
- b) Appropriate project work related to the study of some concepts for better understanding
- c) Class participation through case discussions and presentation regarding new developments in the subject area.
- d) Quizzes on regular basis.

5. Evaluation:

There will be continuous evaluation of the students on the bases of following methods

A	Projects/ Assignments/ Quizzes/ Class participation etc	Weightage 10% (Internal Assessment)
B	Mid-Semester examination	Weightage 20 % (Internal Assessment)
C	End –Semester Examination	Weightage 70% (External Assessment)

6. Text Books:

Any book covering majority part of the syllabus can be selected as textbook. Any one of following books can be suggested as base book for the study of this subject.

However, students are also expected to refer books by other authors on the subject. They are also supposed to read regularly business magazines and journals related to the subject.

Sr. No.	Authors	Name of the Books	Publisher	Edition & Year of Publication
T1	George Belch, Michael Belch & Keyoor Purani	Advertising & Promotion- An Integrated Marketing Communications Perspective	TATA McGraw Hill	Latest Edition
T2	Kruti Shah and Alan D'Souza	Advertising & Promotions: An IMC perspective	TATA McGraw Hill	Latest Edition
T3	Terence A. Shimp Pub.	Advertising & Promotion: An IMC approach	Cengage Learning	Latest Edition

7. Reference Books:

Sr. No.	Authors	Name of the Books	Publisher	Edition & Year of Publication
R1	Kenneth Clow and Donald Baack.	Integrated Advertising, Promotion, and marketing Communication	Pearson	Latest Edition
R2	S H H Kazmi and Satish K Batra	Advertising Promotions, &	Excel	Latest Edition
R3	Aakar, Batra and Myers	Advertising Management,	Prentice	Latest Edition
R4	Jaishri Jethwaney & Shruti Jain	Advertising Management-.	Oxford	Latest Edition
R5	Thomas O'Guinn, Allen and Semenik	Advertising Management- with integrated brand Promotion	Cengage Learning	Latest Edition
R6	Sharma and Singh	Advertising: Planning and Implementation	PHI Learning	Latest Edition
R7	Wells Moriarty and Burnett	Advertising; Principles and practice	Pearson	Latest Edition
R8	Tom Duncan	Principles of Advertising & IMC	TATA McGraw Hill	Latest Edition
R9	Richard J. Semenik	Promotion and Integrated Marketing Communication,	Thomsom	Latest Edition
R10	William Arens	Contemporary Advertising	TATA McGraw Hill	Latest Edition

8. List of Journals / Periodicals/Magazines/Newspapers:

Journal of Advertising, Journal of Marketing, Indian Journal of Marketing, Indian Management, Journal of Consumer Behaviour

NB: The Instructor/s (Faculty Member/s) will be required to guide the students regarding suggested readings from Text(s) and references in items 6 and 7 mentioned above.

**9. Session Plan:
Integrated Marketing Communication**

Session No.	Topics/ Sub topics
1-2	An Introduction to Integrated Marketing Communication: Meaning and role of IMC in Marketing process, one voice communication V/s IMC.
3-5	Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship;
6-7	The role of advertising agencies and other marketing organizations providing marketing services and perspective on consumer behaviour
8	Feed back and review of Module- I & Case analysis
9-12	Understanding communication process: Source, Message and channel factors, Communication response hierarchy- AIDA model, Hierarchy of effect model, Innovation adoption model, information processing model, The standard learning Hierarchy, Attribution Hierarchy, and low involvement hierarchy
13-15	Consumer involvement- The Elaboration Likelihood (ELM) model, The Foote, Cone and Belding (FCB) Model
16	Feed back and review of Module- II & Case analysis
17-19	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.
20	Budgeting for marcom-Factors influencing budget, Theoretical approach to budgeting viz. Marginal analysis and Sales response curve, Method to determine marcom budget.
21	Feed back and review of Module- III & Case analysis
22-24	Developing the IMC Programme: Planning and development of creative marketing communication. Creative strategies in advertising, sales promotion, publicity etc.
25-27	Creative strategy in implementation and evaluation of marcom-Types of appeals and execution styles.
28-29	Media planning and selection decisions- steps involved and information needed for media planning,
30	Feed back and review of Module- IV & Case analysis
31-34	Measuring Effectiveness and control of Promotional Programmes: Meaning and importance of measuring communication effectiveness, The testing process, measuring the effectiveness of other promotional tools and IMC.
35-39	The ethical, social, and legal aspects of advertising and promotion-Different legislative and self regulatory codes controlling advertising and promotions in India viz. advertising councils code, print media codes, broadcasting media codes and regulations governing sales promotion, packaging, direct marketing and internet marketing
40	Feed back and review of Module- V & Case analysis