



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Course / Subject Code: MB03092051

Course / Subject Name : Integrated Marketing Communication

w. e. f. Academic Year:	2025-26
Semester:	3
Category of the Course:	Specialization Marketing (Major 2)

Prerequisite:	Any Graduate
Rationale:	Marketing Management provides the essential foundation for understanding Integrated Marketing Communication (IMC). It equips students with key concepts such as consumer behavior, segmentation, targeting, positioning, and the marketing mix, all of which are critical to developing effective communication strategies. IMC builds on these principles to integrate various promotional tools like advertising, sales promotion, public relations, and digital media into a cohesive message. A strong grasp of marketing fundamentals enables students to align communication strategies with broader marketing objectives, understand target audiences, and evaluate message effectiveness—making Marketing Management a vital prerequisite for successfully studying and applying IMC concepts.

Course Outcome:

After Completion of the Course, the Student will be able to:

No	Course Outcomes	RBT Level
01	Explain Integrated Marketing Communication objectives, concepts, processes, and Promotional Mix Elements for traditional and digital	Understand
02	Effectively manage Advertising Management including strategy, creativity, design, budgeting for traditional and Digital	Analyze
03	Design advertising including Media Strategy, Planning, Selection and other IMC tools for traditional and Digital	Create
04	Evaluate the use of Digital Media in advertising and marketing and their effectiveness.	Evaluate
05	Design and apply integrated communication strategies using a practical approach, leveraging all components of media—traditional, digital, and emerging—to achieve marketing objectives	Create and Apply

*Revised Bloom's Taxonomy (RBT)



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Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR		C	Theory		Tutorial / Practical	
			ESE (E)		PA / CA (M)	PA/CA (I)	ESE (V)	
3	1	0	4	70	30	50	0	150

Course Content:

Unit No.	Content	No. of Hours	Weightage
1.	<ul style="list-style-type: none"> Definition, scope, and significance of IMC in modern marketing Evolution from traditional advertising to integrated communications Elements of the communication process Role of IMC in brand building, brand equity, and customer relationships Communication mix and media convergence in digital age Consumer Behaviour and Technology on IMC Pester Power Response hierarchy models: Applications in Traditional and Digital - AIDA, AIETA, FCB Grid, Rossiter– Percy Grid 	11	17
2.	<p>Consumer-Centric IMC Strategy </p> <ul style="list-style-type: none"> Understanding target audiences through market research and personas Segmentation, Targeting, Positioning (STP) for IMC Message design and appeal: rational, emotional, moral Storytelling and cross-platform narrative building Integration of consumer insights into creative planning <p>Objective setting and budgeting for the promotional program:</p> <ul style="list-style-type: none"> Setting Marcom Objectives Hierarchy of effects model, DAGMAR Marcom budgeting and methods of budgeting 	12	18



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3.	IMC Tools – Offline and Digital <ul style="list-style-type: none">Advertising: types, media selection, creative executionSales Promotion: consumer- and trade-oriented toolsPublic Relations and Publicity: media relations, crisis communicationDirect Marketing, Sponsorships, EventsDigital IMC Tools: Content marketing, Influencer marketing, SEO/SEM, Email, WebinarsRole of AI and analytics in IMCIntegration of Owned, Earned, and Paid MediaLegal, Ethical, and Cultural Issues in Marketing CommunicationsIMC Budgeting Methods and Evaluation	11	17
4.	Media Planning, Budgeting & Ethics <ul style="list-style-type: none">Media strategy and selection: offline vs online channelsScheduling and media buyingBudgeting approaches: objective-task, percent of sales, affordabilityMeasurement and evaluation of IMC effectiveness (CPM, CPC, ROI, digital KPIs)Legal and ethical issues in IMCIPRRegulatory framework (ASCI, TRAI, IT Act, GDPR basics) 	11	18
5.	Practical: <ul style="list-style-type: none">Students work in teams to develop a comprehensive IMC plan for a new/existing brandSteps include: situation analysis, goal setting, STP, message strategy, media plan, digital tools, budgetFinal presentation and peer evaluationUse of real-life tools	15	CEC (30 Marks)
Total		60	100



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Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
10%	15%	20%	20%	20%	15%

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) Books:

No.	Author Name of the Book	Publisher Year of Publication/Edition
1	Dinesh Kumar, Vrisha Rehman, Zillur Rahman. <i>Integrated Marketing Communication in Digital Age..</i> ISBN: 9789354641588	Wiley Publication, Latest Edition
2	Belch & Belch, <i>Advertising and Promotion</i>	McGraw Hill Latest Edition
3	Clow & Baack, <i>Integrated Advertising, Promotion and Marketing Communications,</i>	Pearson, Latest Edition
4	Shah, <i>Advertising and Promotions</i>	Tata McGraw Hill, Latest Edition

(b) Websites and Journals:

Suggested Web Resources

- <https://www.adage.com>
- <https://www.warc.com>
- <https://www.socialmediaexaminer.com>
- <https://www.marketingweek.com>
- <https://www.hubspot.com/resources>

Suggested case studies: (More cases may be taken up in addition to these)

- Tesla's Marketing Revolution: Driving the Future of Mobility through Brand Advocacy
- Tanishq Ad Controversy: Need to Deal Cautiously with Social Issues
- IKEA's Innovative Marketing Campaign: "Buy with Your Time"
- "Real Beauty" Campaign by Dove India
- Tata Tea's "Jaago Re" Campaign
- Emirates



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CO- PO Mapping:

Semester 3	Consumer Behaviour				
CO	PO1	PO2	PO3	PO4	PO5
CO1	3	1		1	
CO2	2	2		2	2
CO3	1	3	1	2	2
CO4	2	3	2	3	2
CO5	2	2	2	1	2
Average	2	2.5	1	1.8	2

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.
