



## Masters of Business Administration (MBA) – Semester - 3

### Course Teaching Plan

**Course Title:** Integrated Marketing Communications

**Course Code:** 340031302

**Course Credit:** 4

**1. Course Introduction:** The course aims to prepare students to apply the techniques of advertising, sales promotions and other techniques of marketing communications to launch, build and grow branded products. It will be useful for taking forward the concept of brand management, to make a success of both manufactured goods and services.

**2. Course Objective:**

1. Demonstrate a comprehensive understanding of marketing communications theories and concepts.
2. Develop the ability to write effective creative and media briefs for communications campaigns.
3. To understand practical ways of media planning for all broadcast, print and internet media.
4. To build an appreciation for the new age media such as the mobile and web 2.0. Critically evaluate strategic communication options and the implications of their implementation.

**3. Course Learning Outcome:**

CLO1: **Demonstrate** a comprehensive understanding of marketing communications theories and concepts.

CLO2: Ability to **determine and evaluate** marketing information required to plan and manage integrated marketing communications campaigns

CLO3: **Demonstrate** practical ways of media planning for all broadcast, print and internet media.

CLO4: **Understand** promotional strategies and tactics and communicate their relevance to clients.

CLO5: **Demonstrate** how to **apply** the budgeting and advertising execution styles

**4. CLO –PO Mapping Matrix**

	PO1	PO2	PO3	PO4	PO5
CLO1	3	3	3	1	3

CLO2	3	3	3	1	2
CLO3	3	3	3	1	2
CLO4	3	3	3	1	3
CLO5	3	3	3	1	2

Correlation levels: 3= 'High', 2='Medium', 1='Low' and '-' = No correlation

### 5. Session Plan (30 Hours):

UNIT- I	Topic
Session 1 - 2	<b>An Overview of Integrated Marketing Communications:</b> Marketing Communication Objectives, concepts, terms Promotional Mix Elements
Session 3 -4	<b>The Tools of Marketing Communications (brief characteristics)</b> (Media Advertising, Direct Response Advertising, Place Advertising, Store Signage and Point-of-Purchase Advertising, Trade- and Consumer-Oriented Promotions, Event Marketing and Sponsorships, Public Relations and Publicity, Personal Selling, Social Media, Online Marketing)
Session 5-6	IMC planning process and role of agency
Session 7	<b>Communications Process:</b> Meaning of meaning (semiotics) Dimensions of meaning Transfer of meaning Consumer Processing model (in brief)
8	<b>Response hierarchy models:</b> AIDA,AIETA,FCB Grid,
	UNIT 1 – Quiz –
UNIT 2	
Session 9-11	<b>Objective setting and budgeting for the promotional program:</b> Setting Marcom Objectives Hierarchy of effects model,DAGMAR Marcom budgeting and methods of budgeting
Session 12 - 13	<b>Creating effective advertising:</b> Defining creativity Hierarchy of impressions
14-15	<b>Message execution</b> Execution styles Sources and spokespersons Types of sources

	Source factors (from SMCFactors)
	UNIT 2 – Quiz –
UNIT 3	
Session 16-17	<b>Advertising Design - II:</b> Media Strategy Mediaplanning Channel factors (from SMCFactors) Media terminologies Reach, frequency, GRP, TRP, impressions, continuity, recency v/s primacyeffect
Session 18-19	<b>Media Selection</b> Traditional mediachannels Types, advantages and disadvantages of– Television, radio, OOH,Print Components of a print ad: Headline, bodycopy, illustrations and layout
Session 20-22	<b>Other IMC Tools:</b> Personal selling’s role in promotion mix and IMC Sales Promotion Tradeoriented PR, Publicity,sponsorships
	UNIT 3 – Quiz –
UNIT 4	
Session 23-25	<b>Digital Media: Online, Mobile and App Advertising: (Only a brief outline)</b> <b>E-commerce:</b> Building an e-commerce site, e-commerce incentives, privacy and securityissues <b>Mobile marketing:</b> Types of mobilemarketing
Session 26-27	<b>Online advertising:</b> Display or BannerAds Rich Media: Pop-Ups, Interstitials, Superstations, and Video Ads Websites and Sponsored Sites Blogs andPodcasts E-mailAdvertising Measuring Internet AdEffectiveness
Session 28	<b>Social Media Advertising:</b> Social Media Advantages and Disadvantages Social media categories andbrands Social Networking How to Advertise on SocialNetworks Privacy and OtherConcerns Measurement of Social Media Campaigns

Session 29-30	<b>Direct Marketing:</b> Concept, advantages and disadvantages Direct-Response Advertising Direct Mail Telemarketing (outbound and inbound) <b>Other Media:</b> Brand Placements, Yellow-Pages Advertising, Video- Game Advertising, Cinema Advertising
	UNIT 4 – Quiz –
Session 31-40	Advertisement making, submission and evaluation

#### 6. Assessment Scheme:

Specific assessment method	% Weightage		
		Theory	Practical
Exam	50%	√	√
Quiz	10%	√	√
Project	30%	√	√
Class Participation	10%	√	√
	100%		

- 1) Exam – Unit wise exam
- 2) Quiz- MCQ tests, evaluation of various video ads.
- 3) Project – Group activity (in group of 4) in which students will have to create campaigns for different products, services, places, people or events.
- 4) Class Participation - Interaction during sessions and during case discussion will form part of class participation.

#### 7. Educational Resources

Educational Resources	Description
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Text Book	<i>Advertising and Promotion</i> , 9e, George E. Belch, Michael A. Belch and Keyoor Purani, Tata McGraw-Hill Publication Co.,2013
Reference Books	<p><i>Principles of Advertising and IMC</i>,2e,Tom Duncan, Tata McGrawhill,2005</p> <p><i>Integrated Advertising, Promotion, and Marketing Communication</i>, 2e,Kenneth E. Clow and Donald Black, Prentice Hall India,2013</p> <p><i>Advertising Management</i>, Rajiv Batra, John G Myers and David Aaker, Pearson Education, 2002</p> <p>Case studies on Advertising Strategies: Trends and Practises, ICFAI Business School Research Centre, Chennai</p>
Journals/ Magazine/periodicals  (Details of specific paper mentioned in the pedagogy)	<ol style="list-style-type: none"> <li>1. International Journal of Advertising</li> <li>2. Indian Journal of Marketing</li> </ol>
Video and Audio Advertisements	<a href="https://www.youtube.com/watch?v=e0PTOW8E8G4">https://www.youtube.com/watch?v=e0PTOW8E8G4</a> <a href="https://www.youtube.com/watch?v=d0NMSqeKpVs">https://www.youtube.com/watch?v=d0NMSqeKpVs</a> <a href="https://www.youtube.com/watch?v=Ule8n6GgE1g">https://www.youtube.com/watch?v=Ule8n6GgE1g</a> <a href="https://www.youtube.com/watch?v=AE5LiMZYqb0">https://www.youtube.com/watch?v=AE5LiMZYqb0</a>
Course related important Web links	<a href="http://www.afaqs.com">www.afaqs.com</a> <a href="http://www.adage.com">www.adage.com</a> <a href="http://www.iab.net/">http://www.iab.net/</a> <a href="http://www.adweek.com/">http://www.adweek.com/</a> <a href="http://www.aaa.org">www.aaa.org</a>