

# GUJARAT TECHNOLOGICAL UNIVERSITY

## Integrated Master of Business Administration

Year – 4 (Semester –7) (W.E.F. Academic Year 2017-18)

**Specialization: Marketing Management**

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

**Subject Code: 2577112**

### 1. Learning Outcomes:

| Learning Outcome Component  | Learning Outcome  |
|---|---|
| Business Environment and Domain Knowledge (BEDK)                                      | <ul style="list-style-type: none"><li>• Demonstrate a comprehensive understanding of marketing communications theories and concepts.</li><li>• Demonstrate knowledge and understanding of the structure of the communications industry and the complexities involved in promotions management.</li></ul>                              |
| Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI) | <ul style="list-style-type: none"><li>• Ability to determine and evaluate marketing information required to plan and manages integrated marketing communications campaigns.</li><li>• Ability to analyse and evaluate data and present valid recommendations for creative and effective marketing communications decisions.</li></ul> |
| Global Exposure and Cross-Cultural Understanding (GECCU)                              | <ul style="list-style-type: none"><li>• Demonstrate an understanding of how cultural connotations are major influencers of promotional planning.</li></ul>  |
| Social Responsiveness and Ethics (SRE)  | <ul style="list-style-type: none"><li>• Design plans, strategies and messages which respect the values, morals, ethics and sensitivities of the society.</li></ul>  |
| Effective Communication (EC)  | <ul style="list-style-type: none"><li>• Formulate effective promotional strategies and tactics and communicate their relevance to clients.</li><li>• Analyze consumers' characteristics to create effective communication.</li></ul>  |
| Leadership and Teamwork (LT)  | <ul style="list-style-type: none"><li>• Collaborate for the development of communications materials by participating in the development of creative solutions to address marketing communications challenges.</li></ul>   |

**2. Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

### 3. Course Contents:

| Module No: | Contents  | No. of Sessions | 70 Marks (External Evaluation) |
|------------|---|-----------------|--------------------------------|
| I          | <p><b>An Overview of Integrated Marketing Communications:</b></p> <ul style="list-style-type: none"> <li>• Marketing Communication Objectives, concepts, terms</li> <li>• Promotional Mix Elements               <ul style="list-style-type: none"> <li>▪ The Tools of Marketing Communications (brief characteristics)                   <ul style="list-style-type: none"> <li>• (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)</li> <li>• Integration of Marketing Communications</li> <li>• IMC planning process</li> </ul> </li> </ul> </li> </ul> <p><b>Communications Process:</b></p> <ul style="list-style-type: none"> <li>• Meaning of meaning (semiotics)</li> <li>• Dimensions of meaning</li> <li>• Transfer of meaning</li> <li>• Consumer Processing model (in brief)</li> <li>• Hedonic Experiential model</li> </ul> <p><b>Response hierarchy models:</b></p> <ul style="list-style-type: none"> <li>▪ AIDA, AIETA,FCB Grid, Rossiter– Percy Grid</li> </ul> | 10              | 18                             |
| II         | <p><b>Objective setting and budgeting for the promotional program:</b></p> <ul style="list-style-type: none"> <li>• Setting Marcom Objectives</li> <li>• Hierarchy of effects model, DAGMAR</li> <li>• Marcom budgeting and methods of budgeting</li> </ul> <p><b>Creating effective advertising:</b></p> <ul style="list-style-type: none"> <li>• Defining creativity</li> <li>• Hierarchy of impressions</li> </ul> <p><b>Overview of advertising management:</b></p> <ul style="list-style-type: none"> <li>• Advertising management program               <ul style="list-style-type: none"> <li>▪ Role of advertising in IMC</li> <li>▪ Selecting an agency                   <ul style="list-style-type: none"> <li>▪ Role of Advertising Agencies and other marketing communication organizations:                       <ul style="list-style-type: none"> <li>▪ Participants in the IMC process</li> <li>▪ Client’s role in organizing for advertising and promotion</li> </ul> </li> </ul> </li> </ul> </li> </ul>  | 10              | 18                             |

|            |  |    |    |
|------------|--|----|----|
|            | <ul style="list-style-type: none"> <li>▪ Advertising agencies (including agency compensation and evaluation)</li> <li>▪ Specialized services</li> <li>▪ Collateral services</li> <li>▪ IMC services</li> <li>▪ Developing an ad campaign management strategy</li> <li>▪ Constructing the creative brief</li> </ul> <p><b>Advertising Design - I:</b></p> <ul style="list-style-type: none"> <li>• Advertising theory <ul style="list-style-type: none"> <li>▪ Hierarchy of effects, means-end chain and laddering, MECCAS, verbal and visual images</li> </ul> </li> <li>• Message strategies <ul style="list-style-type: none"> <li>▪ Message factors (from SMC Factors)</li> <li>▪ Cognitive, affective and conative strategies</li> </ul> </li> <li>• Advertising Appeals</li> <li>• Message execution <ul style="list-style-type: none"> <li>▪ Execution styles</li> <li>▪ Sources and spokespersons <ul style="list-style-type: none"> <li>▪ Types of sources</li> <li>▪ Source factors (from SMC Factors)</li> </ul> </li> </ul> </li> </ul>                                     |    |    |
| <b>III</b> | <p><b>Advertising Design - II:</b></p> <ul style="list-style-type: none"> <li>• Media Strategy</li> <li>• Media planning</li> <li>• Channel factors (from SMC Factors)</li> <li>• Media terminologies <ul style="list-style-type: none"> <li>▪ Reach, frequency, GRP, TRP, impressions, continuity, recency v/s primacy effect</li> </ul> </li> <li>• Media Selection <ul style="list-style-type: none"> <li>▪ Traditional media channels <ul style="list-style-type: none"> <li>▪ Types, advantages and disadvantages of – <ul style="list-style-type: none"> <li>• Television, radio, OOH, Print</li> </ul> </li> <li>▪ Components of a print ad: Headline, body copy, illustrations and layout</li> <li>▪ Storyboard for T.V. advertising</li> </ul> </li> </ul> </li> </ul> <p><b>Other IMC Tools:</b></p> <ul style="list-style-type: none"> <li>• Personal selling's role in promotion mix and IMC</li> <li>• Sales Promotion <ul style="list-style-type: none"> <li>▪ Trade oriented</li> <li>▪ Consumer oriented</li> </ul> </li> <li>• PR, Publicity, sponsorships</li> </ul> | 10 | 17 |
| <b>IV</b>  | <p><b>Digital Media: Online, Mobile and App Advertising: (Only a brief outline)</b></p> <p><b>E-commerce:</b></p>  | 10 | 17 |

|  |   |  |  |
|--|---|--|--|
|  | <ul style="list-style-type: none"> <li>• Building an e-commerce site, e-commerce incentives, privacy and security issues</li> <li><b>Mobile marketing:</b></li> <li>• Types of mobile marketing</li> <li><b>Online advertising:</b></li> <li>• Search Marketing <ul style="list-style-type: none"> <li>▪ SEO, SEM</li> <li>▪ Display or Banner Ads</li> <li>▪ Rich Media: Pop-Ups, Interstitials, Superstitials, and Video Ads</li> <li>▪ Websites and Sponsored Sites</li> <li>▪ Blogs and Podcasts</li> <li>▪ E-mail Advertising</li> <li>▪ Measuring Internet Ad Effectiveness</li> </ul> </li> <li><b>Social Media Advertising:</b></li> <li>▪ Social Media Advantages and Disadvantages</li> <li>▪ Social media categories and brands</li> <li>▪ Social Networking</li> <li>▪ How to Advertise on Social Networks</li> <li>▪ Privacy and Other Concerns</li> <li>▪ Measurement of Social Media Campaigns</li> <li><b>Direct Marketing:</b></li> <li>▪ Concept, advantages and disadvantages</li> <li>▪ Direct-Response Advertising</li> <li>▪ Direct Mail</li> <li>▪ Telemarketing (outbound and inbound)</li> <li><b>Other Media:</b></li> <li>• Brand Placements, Yellow-Pages Advertising, Video-Game Advertising, Cinema Advertising</li> <li><b>Measuring Advertising Effectiveness:</b></li> <li>• Concept of pre-testing, concurrent testing, post-testing</li> <li>• <u>Pre-testing:</u> <ul style="list-style-type: none"> <li>▪ Focus Group, individual interview, ante-room trailer, consumer juries, ethnography, on-air testing</li> <li>▪ Theater test, portfolio test, dummy advertising vehicles, readability tests</li> <li>▪ Physiological measures</li> </ul> </li> <li>• <u>Con-current testing:</u> <ul style="list-style-type: none"> <li>▪ Coincidental surveys</li> <li>▪ Attitude tests</li> <li>▪ Tracking studies</li> </ul> </li> <li>• <u>Post-testing:</u> <ul style="list-style-type: none"> <li>▪ Recognition – Starch test, Bruzzone test</li> <li>▪ Recall – Day-After-Recall</li> </ul> </li> </ul> |  |  |
|--|---|--|--|

|   |  |     |                   |
|---|--|-----|-------------------|
|   | <ul style="list-style-type: none"> <li>▪ Inquiry tests</li> <li>▪ Sales test</li> <li>▪ Comprehensive measures</li> </ul> <ul style="list-style-type: none"> <li>• Measuring overall IMC</li> </ul>  |     |                   |
| V | <p><b>Practical:</b></p> <ul style="list-style-type: none"> <li>• Students can create IMC campaigns for real / hypothetical products /services / brands.</li> <li>• Students can analyze and interpret communication materials available in open domain.</li> <li>• Students can identify the promotional eco-system existing in the country, and in their geographical area.</li> </ul> | --- | (30 marks<br>CEC) |

#### 4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

#### 5. Evaluation:

Students shall be evaluated on the following components:

|   |                                   |  |
|---|-----------------------------------|--|
| A | <b>Internal Evaluation</b>        | <b>(Internal Assessment- 50 Marks)</b> |
|   | • Continuous Evaluation Component | 30 marks                               |
|   | • Class Presence & Participation  | 10 marks                               |
|   | • Quiz                            | 10 marks                               |
| B | <b>Mid-Semester examination</b>   | <b>(Internal Assessment-30 Marks)</b>  |
| C | <b>End –Semester Examination</b>  | <b>(External Assessment-70 Marks)</b>  |

#### 6. Reference Books:

| No. | Author  | Name of the Book   | Publisher   | Year of Publication / Edition |
|-----|---|--|-------------|-------------------------------|
| 1   | Kenneth E. Clow, Donald E. Baack                | Integrated Advertising, Promotion and Marketing Communications                 | Pearson     | 6 <sup>th</sup>               |
| 2   | Terence A. Shimp, J. Craig Andrews              | Advertising Promotion and Other Aspects of Integrated Marketing Communications | Cengage     | 9th                           |
| 3   | Kruti Shah                                      | Advertising and Integrated Marketing Communications                            | McGraw Hill | 1st                           |
| 4   | George E. Belch, Michael A. Belch, KeyoorPurani | Advertising and Promotion  | McGraw Hill | 9th                           |

|   |  |                                    |             |                 |
|---|--|------------------------------------|-------------|-----------------|
| 5 | Niraj Kumar                                | Integrated Marketing Communication | Himalaya    | Latest          |
| 6 | S. N. Murthy, U. Bhojanna                  | Advertising: An IMC Perspective    | Excel Books | 3 <sup>rd</sup> |
| 7 | Jonathan Hardy, Iain Mercury, Helen Powell | The Advertising Handbook           | Routledge   | 2014            |

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 / Web resources, etc.**

1. International Journal of Advertising
2. Indian Journal of Marketing
3. Pitch (Magazine – [www.pitchonnet.com](http://www.pitchonnet.com))
4. [www.campaignindia.in](http://www.campaignindia.in)
5. [www.afaqs.com](http://www.afaqs.com)