Specialization : Marketing

PROGRAM	**Master of Business Administration (Executive Programme)**
SEMESTER	**IV**
COURSE TITLE	**Marketing Communications**
COURSE CODE	**03BM0314**
COURSE CREDITS	**03**
COURSE DURATION	**30 Hrs (30 sessions of 60 minutes each)**

COURSE OUTCOMES:

- Learn and practice all the facets of Marketing like Advertising, Publicity and Social Media.
- Understand the practical application of Integrated Marketing Communication Tools
- Analyse social media and digital marketing tools for Marketing Communication

COURSE CONTENTS:

Unit No	Unit / Sub Unit	Sessions
I	**Introduction To IMC:**The role of Advertising in Marketing Communication, Advertising & Media Agency: Role, Culture, Structure, Types and Functions, Introduction to Integrated Marketing Communication elements, Campaign **Cases:** Illustration of India's top 10 as well asWorld's top 10 agencies and their campaigns	7
II	**Advertising:** Advertising Objectives, Advertising Budgeting, DAGMAR & Designing, AIDA.	5
III	**Campaign Design:** Campaign Planning, Design & Production, Creative strategies, Advertising Appeals, Campaign Development. **Cases:** Ad campaigns with various appeals**. Activity :** Campaign design (in groups).	5
IV	**Campaign Execution:** 360 degree Media Strategy & Planning (ATL & BTL). Digital Media: Role, Objective and Payment Methods. Media Execution: Evaluation of broadcast, out-of-home and print media, Campaign Evaluation, Ethical responsibilities of advertiser. **Presentation:** Media execution for the designed campaign.	7
V	**Social Media:** Social Networking (Facebook, instagram, twitter, LinkedIn, etc.) Social Media (Broadcast, Podcasts, Blogging, etc.) Search Engine Optimization, E-commerce companies and their communication.	6

EVALUATION:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

	Component	Weightage
A	Continuous Evaluation Component (Assignments / Presentations / Quizzes / Class Participation/ Term Papers, live projects)	50%
B	End-Semester Examination	50%

SUGGESTED READINGS:
Text Books:

Sr.No	Author/s	Name of the Book	Publisher	Edition & Year of Publication
T-01	Belch and Belch	Advertising and Promotion: An Integrated Marketing Communications Perspective	McGraw-Hill	11th Edition
T-02	Rajeev Batra, John G. Myers, David A. Aaker	Advertising Management	Prentice-Hall of India	5th Edition

Reference Books:

Sr.No	Author/s	Name of the Book	Publisher	Edition / Year of Publication
R-01	Kazmi & Batra	Advertising and Sales Promotion	Excel Books	3rd Edition
R-02	Duncon	Integrated marketing Communications	TMH	2nd Edition