

PROGRAM	Master of Business Administration
SEMESTER	3
COURSE TITLE	Marketing Communications
COURSE CODE	04MB0101
COURSE CREDITS	3
COURSE DURATION	42 Hours (42 Session of 60 minutes each)

COURSE OUTCOMES:

- ❖ Understand the basic principles of IMC.
- ❖ Remember the concepts of campaign design
- ❖ Analyze the campaigning techniques for promotion
- ❖ Evaluate the options of Marketing communication
- ❖ Understand strategies and tactics to develop an overall communications campaign

COURSE CONTENTS:

Unit No	Unit / Sub-Unit	Sessions
	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 as World's top 10 agencies and their campaigns, case study	14
II	ADVERTISING Advertising Objectives, Advertising Budgeting, DAGMAR & Designing, AIDA. case study	06
III	CAMPAIGN DESIGN Campaign Planning, Design & Production, Creative strategies, Advertising Appeals, Campaign Development . Cases: Ad campaigns with various appeals Activity: Campaign design (in groups), case study	08
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, case study	07
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, case study	07

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/ etc.)	20% (C.E.C.)
B	Internal Assessment	30% (I.A.)
C	End-Semester Examination	50% (External Assessment)

SUGGESTED READINGS:
TEXTBOOKS:

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