

PROGRAM	Bachelors of Commerce (Hons)
SEMESTER	V
COURSE TITLE	Integrated Marketing Communication
COURSE CODE	04CH0541
COURSE CREDITS	4
COURSE DURATION	48 Hours (48 sessions of 60 minutes each)

COURSE OUTCOMES:

- Demonstrate an inclusive understanding of integrated marketing communication concepts and theories.
- Analyze various integrated marketing communication tools and its application.
- Know and Construct integrated Marketing Communication plan for successful implementation.
- Frame and Justify promotional strategies and tactics and communicate their relevance to clients.
- Describe Criteria for measuring the effectiveness of communication and the results of IMC Campaign to determine its success.

Teaching and Examination Scheme

Teaching Scheme (Hours)			Credits	Internal Marks (50%)		End-Semester Examination (50%)			Total Marks
Theory	Tutorial	Practical		IA	CSE	Theory	Practical/Viva	Term Work (TW)	
4	0	0	4	30	20	50	0	0	100

COURSE CONTENTS:

Unit No	Unit / Sub Unit	Sessions
I	Introduction: Meaning of Integrated marketing communication, role of Integrated marketing communication IMC tools: Advertising – Objectives; types of advertising; Recent Modes of Advertising – Digital Media, Social Media, Mobile Advertising. Sales Promotion –Types and Methods; Publicity – Meaning, Objectives and tools. Public Relations – Importance and Strategies to build good Public Relations. Event & sponsorship in brief.	10
II	Understanding communication process: communication process-Source, Message and channel factors, Response hierarchy models- AIDA model, Hierarchy of effect model, Innovation adoption model, information processing model.	10

III	Planning for Marketing Communication (Marcom): Establishing marcom Objectives and Budgeting for Promotional Programmes- Setting communication objectives, Sales as marcom objective, Budgeting for marcom-Factors influencing budget.	10
IV	Developing the Integrated Marketing Communication Programme: Media Planning and Strategy. Overview. Print and support media; Mass media & print media. Newspaper- Classification, Strengths and Limitations. Outdoor media- Types, merits and demerits. Broadcast media- Television, Radio and Films, their strengths and weaknesses. Preparing the media plan. Steps involved in medial plan. Advertising Agencies Types and their function; Role of advertising agency.	10
V	Measuring Effectiveness and control of Promotional Programmes: Meaning and importance of measuring communication effectiveness, the testing process, measuring the effectiveness of other promotional tools and IMC. Digital Media & Advertising: Digital Media, Evolution of Technology, Convergence of Digital Media, E- Commerce in brief.	8

SUGGESTED READINGS:
Text Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year
T-01	George E. Belch, Michael A. Belch, KeyoorPurani	Advertising and Promotion	McGrawh Hill	9 th Edition
T-02	Kenneth E. Clow, Donald E. Baac	Integrated Advertising, Promotion and Marketing Communications	Pearson	6 th Edition
T-03	Terence A. Shimp, J. Craig Andrews	Advertising Promotion and Other Aspects of Integrated Marketing Communications	Cengage	9 th Edition

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year
R-01	Niraj Kumar	Integrated Marketing Communication	Himalaya	Latest
R-02	Kruti Shah and Alan D'Souza	Advertising & Promotions: An IMC perspective	Tata McGraw Hill	1 ST Edition