

<b>M.COM. [CBCS] Semester – 3</b>		
<b>3</b>	<b>ELECTIVE: Group - 3 Marketing:</b>	<b>Integrated Marketing Communications</b>

**Name of the Course** : Integrated Marketing Communications  
**Course credit** : 04  
**Teaching Hours** : 45 (Hours)  
**Total marks** : 100

**Objectives:** The objective is to introduce the students to the integrated role of promotion techniques with the special emphasis on advertising.

Unit	Content	No. of Lectures
1	<p><b>Introduction to Integrated Marketing Communications:</b>  <b>An to Introduction Integrated Marketing Communications-</b> Its Evolution, A Contemporary Perspective of IMC, Reasons for the Growing Importance of IMC and its Role in Branding; The Integrated Marketing Communication Mix (Marketing Promotional Mix) – Various Elements including Advertising, Interactive/Internet marketing, Sales promotion, Direct marketing, Publicity/public relations, Personal selling; The IMC planning Process; The Role of IMC in the Marketing Process- Marketing Strategy and Analysis, Target Marketing Process and Marketing Planning Program Development; <b>Integrated Marketing Program Situation Analysis</b> - Organizing for Advertising and Promotion: The Role of Ad Agencies and Other Marketing Communication Organizations- An Overview of the Participants in the Integrated Marketing Communications Process, Organizing for Advertising and Promotion in the Firm-The Client’s Role, Advertising Agencies, Agency Compensation, Evaluating Agencies, Specialized Services, Collateral Services, Integrated Marketing Communications Services.</p>	11
2	<p><b>Analyzing the Communication Process, Establishing Objectives and Budgeting for IMC Programs</b>  <b>The Nature of Communication,</b> A Basic Model of Communication, Analyzing the Receiver and the Response Process in brief; <b>Source, Message and Channel Factors; Establishing Objectives-</b> major IMC Objectives, DAGMAR –Approach to setting Objectives; <b>Establishing and Allocating the Promotional Budget-</b> Various Methods of Setting IMC Budget and Allocating it among various Elements in brief.</p>	11
3	<p><b>Developing the Integrated Marketing Communications Program:</b></p>	12



	<b>Creative Strategy: Planning and Development-</b> The Importance of Creativity in Advertising, Advertising Creativity, Planning Creative Strategy, The Creative Process, Creative Strategy Development; <b>Creative Strategy: Implementation and Evaluation-</b> Appeals and Execution Styles, Creative Tactics, Client Evaluation and Approval of Creative Work; <b>Media Planning and Strategy-</b> An Overview of Media Planning and the Process of Developing the Media Plan, Characteristics of Various IMC Media.	
4	<b>Evaluation of Selected IMC Media:</b> <b>Evaluation of Broadcast Media-</b> Television: Advantages and Limitations, Radio: Advantages and Limitations; <b>Evaluation of Print Media-</b> The Role of Magazines and Newspapers and Advantages and Limitations of each ; <b>Support Media-</b> each in brief; <b>Direct Marketing, The Internet and Interactive Media and Sales Promotion</b>	<b>11</b>
<b>Total Lectures</b>		<b>45</b>

**Important Instructions for paper setter: -**

Paper setter has strictly instructed to follow the following instruction of structure of a question paper while setting the University examination question paper for regular and external candidates.

UNIVERSITY EXAMINATION		
Sr. No.	Particulars	Marks
1	QUE - 1 (From Unit 1) (OR) QUE - 1 (From Unit 1)	20
2	QUE - 2 (From Unit 2) (OR) QUE - 2 (From Unit 2)	20
3	QUE - 3 (From Unit 3) (OR) QUE - 3 (From Unit 3)	15
4	QUE - 4 (From Unit 4) (OR) QUE - 4 (From Unit 4)	15
<b>Total Marks</b>		<b>70</b>

**Suggested Readings and Reference Books:**

1. Duncan Tom; Principles of Advertising and IMC; Tata McGraw Hill, New Delhi.
2. Clow Kenneth & Baack, Donald; Integrated Advertising, Promotion and Marketing Communication; Pearson Education, New Delhi.
3. Belch George and Belch Michael; Advertising and Promotion; Tata McGraw Hill, New Delhi.
4. Wells William, Mitchell Nancy and Moriarty Sandra; Advertising and IMC Principles and Practice; Pearson Education; New Delhi.
5. Jethwaney, Jaishree and Jain Shruti; Advertising Management; Oxford University Press; New Delhi.
6. Belch George and Belch Michael and Purani Keyoor; Advertising and Promotion – An integrated Marketing Communications Perspective ; McGraw Hill, India New Delhi.



7. Gupta Ruchi; Advertising Principles and Practice, S.Chand Ltd. New Delhi
8. PROMO ; IMC- A south Asian Perspective Thomas C. O'Guinn | Chris T. Allen | Richard J. Semenik and Mohua Banerjee, Cengage, Delhi

**Note: Latest Editions of the above books may be used.**

