**Syllabus for Master of Business Administration, 3rd Semester**

**Functional Area Specialization: Marketing Management**

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

**Subject Code: 4539212**

**With effective from academic year 2018-19**

# Learning Outcomes:

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| **Learning Outcome Component** | **Learning Outcome** |
| Business Environment and Domain Knowledge (BEDK) | * Demonstrate a comprehensive understanding of marketing communications theories and concepts.
* Demonstrate knowledge and understanding of the structure of the communications industry and the

complexities involved in promotions management. |
| Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI) | * Ability to determine and evaluate marketing information required to plan and manages integrated marketing communications campaigns.
* Ability to analyse and evaluate data and present valid recommendations for creative and effective marketing communications decisions.
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| Global Exposure and Cross- Cultural Understanding (GECCU) | * Demonstrate an understanding of how cultural connotations are major influencers of promotional

planning. |
| Social Responsiveness and Ethics (SRE) | * Design plans, strategies and messages which respect the values, morals, ethics and sensitivities of the

society. |
| Effective Communication (EC) | * Formulate effective promotional strategies and tactics and communicate their relevance to clients.
* Analyze consumers’ characteristics to create effective communication.
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| Leadership and Teamwork (LT) | * Collaborate for the development of communications materials by participating in the development of creative solutions to address marketing

communications challenges. |

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

# Course Contents:

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| **Module No:** | **Contents** | **No. of Sessions** | **70 Marks (External Evaluation)** |
| **I** | **An Overview of Integrated Marketing Communications:*** Marketing Communication Objectives, concepts, terms
* Promotional Mix Elements
	+ The Tools of Marketing Communications (brief characteristics)
		- (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) | 10 | 18 |

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|  | * Integration of Marketing Communications
* IMC planning process

**Communications Process:*** Meaning of meaning (semiotics)
* Dimensions of meaning
* Transfer of meaning
* Consumer Processing model (in brief)
* Hedonic Experiential model

**Response hierarchy models:*** AIDA, AIETA,FCB Grid, Rossiter– Percy Grid
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| **II** | **Objective setting and budgeting for the promotional program:*** Setting Marcom Objectives
* Hierarchy of effects model, DAGMAR
* Marcom budgeting and methods of budgeting

**Creating effective advertising:*** Defining creativity
* Hierarchy of impressions

**Overview of advertising management:*** Advertising management program
	+ Role of advertising in IMC
	+ Selecting an agency
		- Role of Advertising Agencies and other marketing communication organizations:
			* Participants in the IMC process
			* Client’s role in organizing for advertising and promotion
			* Advertising agencies (including agency compensation and evaluation)
			* Specialized services
			* Collateral services
			* IMC services
	+ Developing an ad campaign management strategy
	+ Constructing the creative brief

**Advertising Design - I:*** Advertising theory
	+ Hierarchy of effects, means-end chain and laddering, MECCAS, verbal and visual images
* Message strategies
	+ Message factors (from SMC Factors)
	+ Cognitive, affective and conative strategies
* Advertising Appeals
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|   | * Message execution
	+ Execution styles
	+ Sources and spokespersons
		- Types of sources
		- Source factors (from SMC Factors)
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| **III** | **Advertising Design - II:*** Media Strategy
* Media planning
* Channel factors (from SMC Factors)
* Media terminologies
	+ Reach, frequency, GRP, TRP, impressions, continuity, recency v/s primacy effect
* Media Selection
	+ Traditional media channels
		- Types, advantages and disadvantages of –
			* Television, radio, OOH, Print
		- Components of a print ad: Headline, body copy, illustrations and layout
		- Storyboard for T.V. advertising

**Other IMC Tools:*** Personal selling’s role in promotion mix and IMC
* Sales Promotion
	+ Trade oriented
	+ Consumer oriented
* PR, Publicity, sponsorships
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| **IV** | **Digital Media: Online, Mobile and App Advertising: (Only a brief outline)****E-commerce:*** Building an e-commerce site, e-commerce incentives, privacy and security issues

**Mobile marketing:*** Types of mobile marketing

**Online advertising:*** Search Marketing

o SEO, SEM* Display or Banner Ads
* Rich Media: Pop-Ups, Interstitials, Superstatials, and Video Ads
* Websites and Sponsored Sites
* Blogs and Podcasts
* E-mail Advertising
* Measuring Internet Ad Effectiveness

**Social Media Advertising:*** Social Media Advantages and Disadvantages
* Social media categories and brands
* Social Networking
* How to Advertise on Social Networks
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|  | * Privacy and Other Concerns
* Measurement of Social Media Campaigns

**Direct Marketing:*** Concept, advantages and disadvantages
* Direct-Response Advertising
* Direct Mail
* Telemarketing (outbound and inbound)

**Other Media:*** Brand Placements, Yellow-Pages Advertising, Video- Game Advertising, Cinema Advertising

**Measuring Advertising Effectiveness:*** Concept of pre-testing, concurrent testing, post-testing
* Pre-testing:
	+ Focus Group, individual interview, ante-room trailer, consumer juries, ethnography, on-air testing
	+ Theater test, portfolio test, dummy advertising vehicles, readability tests
	+ Physiological measures
* Con-current testing:
	+ Coincidental surveys
	+ Attitude tests
	+ Tracking studies
* Post-testing:
	+ Recognition – Starch test, Bruzzone test
	+ Recall – Day-After-Recall
	+ Inquiry tests
	+ Sales test
	+ Comprehensive measures
* Measuring overall IMC
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| **V** | **Practical:*** Students can create IMC campaigns for real / hypothetical products /services / brands.
* Students can analyze and interpret communication materials available in open domain.
* Students can identify the promotional eco-system existing in the country, and in their geographical area.
 | --- | (30 marks CEC) |

1. **Pedagogy:**
	* ICT enabled Classroom teaching
	* Case study
	* Practical / live assignment
	* Interactive class room discussions

# Evaluation:

Students shall be evaluated on the following components:

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

# Reference Books:

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| --- | --- | --- | --- | --- |
| **No.** | **Author** | **Name of the Book** | **Publisher** | **Year of****Publication / Edition** |
| 1 | Kenneth E. Clow,Donald E. Baack | Integrated Advertising, Promotionand Marketing Communications | Pearson | 6th |
| 2 | Terence A. Shimp, J. Craig Andrews | Advertising Promotion and Other Aspects of Integrated MarketingCommunications | Cengage | 9th |
| 3 | Kruti Shah | Advertising and IntegratedMarketing Communications | McGraw Hill | 1st |
| 4 | George E. Belch,Michael A. Belch, KeyoorPurani | Advertising and Promotion | McGrawh Hill | 9th |
| 5 | Niraj Kumar | Integrated MarketingCommunication | Himalaya | Latest |
| 6 | S. N. Murthy, U. Bhojanna | Advertising: An IMC Perspective | Excel Books | 3rd |
| 7 | Jonathan Hardy, IainMercury, 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.

# 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)
4. [www.campaignindia.in](http://www.campaignindia.in/)
5. [www.afaqs.com](http://www.afaqs.com/)