**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. |
| 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. |
| 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 |  |  |
| **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 | 10 | 18 |
|  | * Message execution   + Execution styles   + Sources and spokespersons     - Types of sources     - Source factors (from SMC Factors) |  |  |
| **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 | 10 | 17 |
| **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 | 10 | 17 |

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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 |  |  |
| **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, Promotion  and Marketing Communications | Pearson | 6th |
| 2 | Terence A. Shimp, J. Craig Andrews | Advertising Promotion and Other Aspects of Integrated Marketing  Communications | Cengage | 9th |
| 3 | Kruti Shah | Advertising and Integrated  Marketing Communications | McGraw Hill | 1st |
| 4 | George E. Belch,  Michael A. Belch, KeyoorPurani | Advertising and Promotion | McGrawh Hill | 9th |
| 5 | Niraj Kumar | Integrated Marketing  Communication | Himalaya | Latest |
| 6 | S. N. Murthy, U. Bhojanna | Advertising: An IMC Perspective | Excel Books | 3rd |
| 7 | Jonathan Hardy, Iain  Mercury, 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/)