



Semester: V	
Course Title: Integrated Marketing Communication	
Course Code: C3BC230561T	Credits: 4
Classes/week: 4 classes/ week	Marks: 100
Category: Major/Core Course	
Theory/Practical/Composite: Theory	
No. of Modules: 5	

Course Overview: This course acquaints students with the process and objectives of communication in marketing. It emphasizes the role of integrating the various elements of the promotional mix, while analysing and evaluating each element and salient aspect thereof, such as in advertising, sales promotion, personal selling, public relations and publicity, direct marketing, and internet and interactive media marketing. The course focuses on the depths of creativity as applied to print, broadcast, and digital format advertising, besides introducing the student to media planning, media strategies, and buying digital media. The course also dwells on measuring advertising effectiveness through pre-testing and post-testing of creative advertisements, as well as computing and interpreting digital marketing metrics. The pedagogy encompasses classroom lectures, case studies, assignments, group discussions, seminars, and application-based campaign analysis.

Course Outcome:

CO1: Understand the communication process, the objectives of communication (including an evaluation of the DAGMAR framework), and the role of integrated marketing communication (IMC) in marketing.

CO2: Understand, analyse, and evaluate various Response Hierarchy Models to create communication strategies and programmes.

CO3: Understand, analyse, evaluate specific salient aspects of the elements of IMC, including Advertising, Sales Promotion, Personal Selling, Public Relations and Publicity, Direct Marketing, and Internet and Interactive Media Marketing, and apply the same for tactical decisions and strategy formulation.

CO4: Analysing the role of creativity in advertising in print, broadcast, and digital media advertising, create media strategies and plans, and negotiate client-agency relationships with advertising agencies and media owners.

CO5: Understand the role of qualitative and quantitative research in measuring advertising effectiveness and apply pre-testing and post-testing of creative advertisements and digital marketing metrics.

Prerequisites: Basic knowledge of any prior course. A rudimentary understanding of marketing management, consumer behaviour, and the communication process is advisable.

SYLLABUS

Unit/ Module with Topic Name	Content	Number of Classes	CO Mapping	Cognitive Level
Unit 1: Introduction to Integrated	↳ The communication process, developing effective communication.	15	CO1, CO2	K2: Understand; K4: Analyze; K5: Evaluate;



<p>Marketing Communications</p>	<ul style="list-style-type: none"> ↳ Integrated Marketing Communications (IMC) - Concept, Reasons for growth of IMC, Role of IMC in marketing, elements of promotional mix, and their role in IMC ↳ Communication objectives (sales objective vs. communication objective, demand-oriented objective, image-oriented objective), DAGMAR (Concept, Criticism) ↳ Promotional Budget: Approaches to Budgeting; Factors affecting the allocation of the budget ↳ Response Hierarchy Models: AIDA, Hierarchy of Effects, Innovation-Adoption Model, Information Processing Model; Cognitive Response Model 			<p>K6: Create</p>
<p>Unit 2: Elements of IMC</p>	<ul style="list-style-type: none"> ↳ Advertising - Defining advertising; Functions of Advertising; Role of advertising; Types of advertising: Consumer advertising, Advertising to business and professions, Non-product advertising; Social and economic effects of Advertising ↳ Sales Promotion – Importance of Sales Promotions, Reasons for growth of Sales Promotion; Advantages and disadvantages of Sales Promotion; Tools and Techniques of Sales Promotions - Consumer Promotions (Price deals, Coupons; Contest and Sweepstakes; Premiums; Sampling); Trade Promotions (Trade Discount; Exchange; Buybacks), Promotion for the Sales force; Timing, Duration and Frequency of Sales Promotional Activities ↳ Personal Selling – Role of Personal selling in IMC program, advantages and disadvantages of personal selling 	<p>20</p>	<p>CO3</p>	<p>K2: Understand; K3: Apply; K4: Analyze; K5: Evaluate</p>



	<ul style="list-style-type: none"> ☞ <i>Public Relations and Publicity</i> – Objectives and tools of public relations; Role of publicity ☞ <i>Direct Marketing</i> - Objectives of direct marketing; Advantages and disadvantages of direct marketing, media for direct marketing ☞ <i>Internet and interactive media marketing</i> – role of internet and interactive media in IMC program, Social Media Marketing – Role of 'Influencers'. 			
Unit 3: Creativity in Advertising	<ul style="list-style-type: none"> ☞ Creative Concept; Strategies in Message Design: Copywriting; Copy, Layout; Advertising Appeals; Advertising Campaign ☞ <i>Print Advertising</i> - Newspapers; magazines; Out-ofHome (OOH) advertising; Transit Advertising; Headlines, Subheads, Visual elements; Body Copy; Principles of Design ☞ <i>Broadcast Advertising</i>: Message characteristics of Radio and Television ☞ Digital Communication Formats ☞ <i>Advertising Agency</i>: Client-agency relationship 	10	CO4	K4: Analyze; K6: Create
Unit 4: Advertising Media	<ul style="list-style-type: none"> ☞ <i>Introduction to Advertising Media</i>: Different types of Media; Media Selection; Product Placement and Brand Integration ☞ <i>Media Strategies</i>: Establishing Media Objectives; Developing and Implementing Media Strategies; Scheduling; Allocating Media Weight; Reach; Frequency ☞ <i>Media Planning</i>: Concept of Media Planning; Relative Cost of Media; Media Buying; Monitoring Media Performance ☞ Planning and Buying Digital Media, including SEO/SEM 	10	CO4	K4: Analyze; K6: Create
Unit 5: Measuring	<ul style="list-style-type: none"> ☞ Quantitative and Qualitative Research 	5	CO5	K2: Understand; K3: Apply



<p>Advertising Effectiveness</p>	<ul style="list-style-type: none"> ↳ Concept of Advertising Effectiveness ↳ Different Types of Tests: Pre-testing and Post-testing of Creative Advertisements ↳ Digital Marketing Metrics: Clicks, Shares, Conversion Rates, etc. 			
<p>↪ Case studies applicable to all units; practical exercises/skill-development activities: class seminars, group discussions, case analysis and scenario construction.</p>				
<p>Text Books</p> <ul style="list-style-type: none"> 📖 Belch, G. E., Belch, M. A., & Purani, K. Advertising and Promotion: An Integrated Marketing Communications Perspective (SIE). McGraw Hill Education. 📖 Shimp, T. A. Advertising and Promotion: An IMC Approach. Cengage Learning. 📖 Jethwaney, J., & Jain, S. Advertising Management. Oxford University Press. 				
<p>Suggested readings</p> <ul style="list-style-type: none"> 📖 Dunn, S. W., & Barban, A. M. Advertising: Its Role in Marketing. Dryden Press. 📖 Burnett, J., Wells, W., & Moriarty, S. Advertising: Principles and Practice. Prentice-Hall of India. 📖 Batra, R., Myers, J. G., & Aaker, D. A. Advertising Management. PHI Learning. 📖 Sharma, K. Advertising: Planning and Decision Making. Taxmann Publications. 📖 O'Guinn, T. C. Advertising and Promotion: An Integrated Brand Approach. Cengage Learning. 📖 Chunawala, S. A., & Sethia, K. C. Advertising. Himalaya Publishing House. 📖 Sengupta, T., Chakraborty, J., & Mitra, C. Advertising and Brand Management. Law Point Publications. 				
<p>Web Resources</p> <ul style="list-style-type: none"> 🌐 Advertising Standards Council of India (ASCI) – Code for Self-Regulation, guidelines, advisory, and training resources: https://www.ascionline.in/ 🌐 Google Skillshop – Google Ads learning paths, certifications, and campaign measurement modules: https://skillshop.withgoogle.com/googleads 🌐 Interactive Advertising Bureau (IAB) – digital advertising standards, measurement guidelines, and media metrics resources: https://www.iab.com/guidelines/ 🌐 Meta Business Learn / Blueprint – courses on Facebook and Instagram marketing, campaign optimization, A/B testing, and conversion lift: https://www.facebook.com/business/learn 				

Course Outcomes (COs) and Cognitive Level Mapping

COs	CO Description	Cognitive Levels
CO1	Understand the communication process, the objectives of communication (including an evaluation of the DAGMAR framework), and the role of integrated marketing communication (IMC) in marketing.	K2: Understand; K5: Evaluate
CO2	Understand, analyse, and evaluate various Response Hierarchy Models to create communication strategies and programmes.	K2: Understand; K4: Analyze; K5: Evaluate; K6: Create
CO3	Understand, analyse, evaluate specific salient aspects of the elements of IMC, including Advertising, Sales Promotion, Personal Selling,	K2: Understand; K3: Apply;



	Public Relations and Publicity, Direct Marketing, and Internet and Interactive Media Marketing, and apply the same for tactical decisions and strategy formulation.	K4: Analyze; K5: Evaluate
CO4	Analysing the role of creativity in advertising in print, broadcast, and digital media advertising, create media strategies and plans, and negotiate client-agency relationships with advertising agencies and media owners.	K4: Analyze; K6: Create
CO5	Understand the role of qualitative and quantitative research in measuring advertising effectiveness and apply pre-testing and post-testing of creative advertisements and digital marketing metrics.	K2: Understand; K3: Apply