

Semester	7
Course	Minor
Paper Title	Introduction To Marketing Communication
No. of Credits	4
Theory / Practical / Composite	Theory
Minimum No. of preparatory hours per week a student has to devote	4
Number of Modules	NA
Syllabus	<ol style="list-style-type: none"> 1) Introduction to Marketing Communication & Strategic Objectives-case studies 2) Marketing Organization and Communication Setups 3) 4P's of Marketing Mix 4) Market Segmentation and Targeting for Communication 5) Marketing Research and Communication Insights 6) SWOT Analysis for Communication Planning 7) Product Life Cycle (PLC) 8) Integrated Marketing Communication (IMC) 9) Application of IMC in development and democracy

Learning Outcomes	<ul style="list-style-type: none"> Students will develop an understanding of the fundamental concepts of marketing communication, including its objectives, strategies, and significance in brand building and audience engagement. Students will explore the role of marketing communication within organizational structures, including advertising agencies, PR firms, and digital marketing setups, gaining insights into industry practices. Students will examine the application of key marketing tools such as the 4Ps, market segmentation, SWOT analysis, and product life cycle in designing effective communication strategies. Students will learn the basics of Integrated Marketing Communication (IMC) and its relevance in creating cohesive campaigns across traditional and digital platforms.
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Reading list	<ul style="list-style-type: none"> Batra, R., Myers, J. G., & Aaker, D. A. (1996). <i>Advertising management</i>. Prentice Hall. Black, S., & Sharpe, M. L. (1983). <i>Practical public relations: Common-sense guidelines for business and professional people</i>. Prentice Hall. Chunawalla, S. A., & Sethia, K. C. (2002). <i>Foundations of advertising: Theory & practice</i>. Himalaya Publishing House. Jefkins, F. (1991). <i>Advertising made simple</i>. Butterworth-Heinemann. Jefkins, F. (1994). <i>Public relations techniques</i>. Butterworth-Heinemann. Heath, R. L., & Vasquez, G. M. (2001). <i>Handbook of public relations</i>. SAGE. Kotler, P., & Keller, K. L. (2017). <i>Marketing management</i>. Pearson Education India. Majumdar, R. (2007). <i>Product management in India</i> (3rd rev. ed.). PHI Learning.
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	<ul style="list-style-type: none"> • Ogilvy, D. (2007). <i>Ogilvy on advertising</i>. Prion.
Evaluation	<u>Full Theory – 100 marks paper</u> Theory – 100 marks Attendance: 5 Seminar/Assignments: 5 Mid Semester exam: 20 End Semester Exam: 70 marks
Paper Structure for Theory Semester Exam	Two long questions out of three options – $2 \times 20 = 40$ marks Three short questions out of five options – $3 \times 10 = 30$ marks