

Semester: 7	
Course : MCV	
Paper Title: <i>Introduction to Marketing Communication</i>	
Paper code: B4MV230711T	Credits: 4
Hours/week : 4	
Category: Core/MDC/SEC/VAC : Core (Minor)	
Theory / Practical / Composite : Theory	
No of Modules : 1	
Course Overview: This course introduces students to the core principles, frameworks, and applications of Marketing Communication. It examines how communication strategies support brand building, influence consumer perception, and contribute to organizational objectives. Students will explore key components of the communication process, the role of marketing organizations and agency structures, and the fundamentals of segmentation, targeting, and positioning for communication planning. The course also familiarizes learners with essential tools such as the 4Ps of marketing, SWOT analysis, marketing research insights, and the Product Life Cycle (PLC). An emphasis is placed on understanding the foundations of Integrated Marketing Communication (IMC), enabling students to recognize how coordinated messaging across platforms enhances brand consistency, persuasion, and audience engagement. By the end of the course, students will be equipped with conceptual knowledge and analytical skills necessary to interpret communication strategies within dynamic market environments.	
Course Outcome: 1) Remember: Students remember key concepts, terminology, and theoretical foundations of marketing communication. 2) Understand: Students understand the role of marketing communication within marketing strategy, organizational structures, and consumer markets. 3) Apply: Students apply marketing communication tools such as the marketing mix, segmentation, SWOT analysis, and product life cycle to real-world communication scenarios. 4) Analyse: Students analyse communication strategies, audience insights, and media choices in the context of competitive and dynamic markets. 5) Evaluate: Students evaluate integrated marketing communication campaigns and assess their relevance in commercial, developmental, and democratic contexts.	

Prerequisites: <i>Basic knowledge about any prior course in media studies, journalism, or mass communication.</i>				
SYLLABUS				
UNIT/Module	CONTENT	HOURS or NUMBER OF CLASSES	CO Mapping	COGNITIVE LEVEL
I.	1) Introduction to Marketing Communication & Strategic Objectives 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) Basics of Integrated Marketing Communication (IMC)	56 hours approx	CO1, CO2, CO3, CO4, CO5	KI, K2, K3, K4, K5
Text Books				
1. Kaur, M., Kaur Shah, M., & Viridi, I. K. (2018). Marketing communication. Panworld Education.				
2. Ogilvy, David. <i>Ogilvy on Advertising</i>. Prion, 2007.				

3. Dutta, K. (2016). *Integrated marketing communications*. Oxford University Press/

Suggested readings

1. Black, S., & Sharpe, M. L. (1983). *Practical Public Relations*. Prentice Hall.
2. Jefkins, F. (1991). *Advertising Made Simple*. Butterworth-Heinemann.
3. Jefkins, F. (1994). *Public Relations Techniques*. Butterworth-Heinemann.
4. Heath, R. L., & Vasquez, G. M. (2001). *Handbook of Public Relations*. SAGE.
5. Ogilvy, D. (2007). *Ogilvy on Advertising*. Prion.
6. Majumdar, R. (2007). *Product Management in India*. PHI Learning.

Web Resources

1. https://learn.marsdd.com/article/what-is-marketing-communication-marcom/?utm_source=chatgpt.com
2. https://www.tutorialspoint.com/advertisement_and_marketing_communications/marketing_communications_introduction.htm?utm_source=chatgpt.com
3. https://www.tandfonline.com/journals/rjmc20?utm_source=chatgpt.com
4. https://www.sciencedirect.com/topics/social-sciences/marketing-communication?utm_source=chatgpt.com

Evaluation

Full Theory – 100 marks paper

- End Semester Exam: 70 marks
- CIA – 30 marks
 - Mid Semester Test: 20 marks
 - Class Seminars / Assignments: 5 marks
 - Attendance: 5 marks

Paper Structure for Theory Semester Exam Module :

- Two long questions out of three options: $2 \times 20 = 40$ marks
- Three short questions out of five options: $3 \times 10 = 30$ marks

Course outcomes (COs) and Cognitive Level Mapping

COs	CO Description	Cognitive Level
CO1	Recall basic concepts of marketing communication	K1
CO2	Explain marketing communication processes and organizational setups	K2
CO3	Apply marketing tools for communication planning	K3
CO4	Analyse communication strategies using research and planning frameworks	K4
CO5	Evaluate integrated marketing communication practices	K5