



Semester: V
Course name: Integrated Marketing Communication
Course code: C3BC230561T
Course Credits: 4
Pedagogy: Classrooms lecture, Case studies, Assignments, Group Discussion & Seminar
Course Description: This course acquaints students to the process and objectives of communication in marketing. It emphasizes on 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 into the depths of creativity as applied to print, broadcast and digital format advertising besides introducing the student to media planning and media strategies and buying digital media. The course also dwells on the measuring advertising effectiveness through pre-testing and post-testing of creative advertisements as well as computing and interpreting digital marketing metrics.
Learning Objectives: The course aims to help learners acquire conceptual knowledge of: LO1. Understanding the role and objectives of the communication process in marketing, as well as the significance of integrating the various elements of marketing communication. LO2. Understanding, critically analysing, and applying various Response Hierarchy Models in making decisions related to marketing communication. LO3. Analysing and evaluating specific aspects of each element of integrated marketing communication (IMC) and applying them in creating IMC strategies and plans. LO4. Understanding and analysing the creative aspects of print, broadcast, and digital media advertising, planning and buying advertising media, and negotiating with advertising agencies. LO5. Understanding and applying quantitative and qualitative research techniques to determine advertising effectiveness, as well as using pre-testing and post-testing methods for creative advertisements and digital marketing metrics.
Course Outcomes: On successful completion of the course, students will be able to: CO1. Understand the communication process, the objectives of communication (including an evaluation 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.

Unit (No. and Name)	Details	No. of Lectures
1. Introduction to Integrated Marketing Communications	<ul style="list-style-type: none"> • The communication process, Developing effective communication. • 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 budget • Response Hierarchy Models: AIDA, Hierarchy of Effects, Innovation-Adoption Model, Information Processing Model; Cognitive Response Model 	15
2. Elements of IMC	<ul style="list-style-type: none"> • <i>Advertising</i> - 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 • <i>Sales Promotion</i> – 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; 	20



	<ul style="list-style-type: none">• <i>Personal Selling</i> – Role of Personal selling in IMC program, advantages and disadvantages of personal selling• <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'.	
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-of-Home (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
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
5. Measuring Advertising Effectiveness	<ul style="list-style-type: none">• Quantitative and Qualitative Research• Concept of Advertising Effectiveness• Different Types of Tests: Pre-testing and Post-testing of Creative Advertisements• Digital Marketing Metrics: Clicks, Shares, Conversion Rates, etc.	5



Case studies applicable to all units (1 to 5)

Practical Exercises/Skill Development Activities: Class seminars, group discussions, analysis of cases and scenario construction.

Suggested Readings/References:

1. George E Belch, Michael A Belch, Keyoor Purani, Advertising and Promotion: An Integrated Marketing Communications Perspective (SIE), McGraw Hill Education
2. S Wats Dunn, and Arnold M. Barban. Advertising: Its Role in Marketing. Dryden Press
3. Burnett, Wells, and Moriatty. Advertising: Principles and Practice. 5th ed. Prentice-Hall of India, New Delhi.
4. Batra, Myers and Aakers. Advertising Management. PHI Learning.
5. Terence A. Shimp. Advertising and Promotion: An IMC Approach. Cengage Learning.
6. Sharma, Kavita. Advertising: Planning and Decision Making, Taxmann Publications
7. Jaishree Jethwaney and Shruti Jain, Advertising Management, Oxford University Press, 2012
8. Chunawala and Sethia, Advertising, Himalaya Publishing House 9. Ruchi Gupta, Advertising, S. Chand & Co.
9. O'Guinn, Advertising and Promotion: An Integrated Brand Approach, Cengage Learning.
10. Jethwaney, Advertising Management; Oxford University Press
11. Tridib Sengupta, Jayjit Chakraborty & Chiranjib Mitra, Advertising and Brand Management, Law Point Publications