

GANPAT UNIVERSITY

FACULTY OF MANAGEMENT STUDIES	
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Programme	Master of Business Administration					Branch/Spec.	Marketing		
Semester	III					Version	1.0.0.1		
Effective from <i>Academic</i> Year				2021-22		Effective for the batch Admitted in			June 2020
Subject code	2IIIA08IMC		Subject Name			INTEGRATED MARKETING COMMUNICATIONS			
Teaching scheme						Examination scheme (Marks)			
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0	0	4	Theory	60	40	100
Hours	4	0	0	0	4	Practical	-	-	-

Pre-requisites:

Objective

To acquaint the students with concepts and techniques in the application for developing and designing an effective advertising and promotional programme.

Learning Outcome:

- 2IIIA08IMC.CO1: To understand the concepts and process of Integrated Marketing Communication (IMC), including situation analysis, advertising functions, agency roles, client–agency relationships, and the integration of traditional and digital marketing strategies.
- 2IIIA08IMC.CO2: Apply IMC concepts in planning communication programs and creating integrated advertising strategies across traditional and digital media.
- 2IIIA08IMC.CO3: Analyze the effectiveness of traditional and digital media strategies, evaluate media planning and budgeting decisions, and assess the impact of integrated communication tools on overall marketing performance.
- 2IIIA08IMC.CO4: Analyze advertising effectiveness using testing and ROI metrics, assess ethical and regulatory aspects, and evaluate global communication practices with cultural sensitivity in the context of Marketing 4.0.

Theory syllabus

Unit	Content	Hrs
1	Introduction to IMC, IMC programme situation analysis, Objectives for IMC programme. Definition, objectives, functions and classification of advertising. Situation analysis & IMC planning process. Advertising Agency: Functions & structure of modern agency, functions of the advertising department and advertising manager. Client – Agency Relationship (CAR), Selection of agency. Integrating traditional and digital marketing.	15
2	Communication Process: advertising versus other forms of mass communication, Planning the communication program, Communication mix. Building of IMC program: Creative Strategy-copy, message, advertising appeals, AIDA concept creation. Production in advertising: TV commercials, radio jingles, print ads. Customer experience: Creative content: Web & social media, apps, blogs.	15
3	General and special characteristics of broadcast print and support media: Media planning, selection and evaluation. Online-Advertising & internet: digital & social media, other interactive media, media planning in digital age, Direct marketing (data-driven communication), Personal selling, Public relations, Co-marketing, Sponsorship, Advertising Budget: Approach and procedures for determining the size of	15

	the budget character of items to be charged to advertising, Administration and control of budget.	
4	Measuring advertising effectiveness: The rationale of testing- pretesting, concurrent testing & post testing, opinion recognition and recall, inquiries and sales measures, measurement of print media, Marketing productivity Metrix: PAR & BAR, Measurement & ROI: digital advertising. Regulation of Advertising - Self Regulation by advertising Media (ASCI), Ethics & Social Responsibility in Advertising, B2B-advertising. Communication in Global markets: high vs low context & Hofstede dimensions, Cultural sensitivity, Integration of Marketing 4.0	15
Practical content		
Text Books		
1	Belch & Belch - Advertising and Promotions: An integrated marketing communication perspective, TMH.	
Reference Books		
1	Kazmi & Batra, - Advertising and Sales Promotion, Excel Books	
2	Batra, Myers & Aaker, - Advertising Management, Pearson education/PHI	
3	Clow & Baack, Integrated advertising, Promotion, Marketing communication and IMC plan,	
4	Wells, Burnett, Moriarty, Advertising: Principles and practice , Pearson	
5	Parag Diwan, Advertising Management, Deep & Deep Publications.	
6	Manendra Mohan, Advertising Management, New Delhi, TMH, 1995.	
7	Chunawalla, Sethia, - Advertising: Theory and Practice, Himalya Publication House.	
8	Russel and Lane, Klepnner's Advertising Procedure, New Delhi : Prentice Hall of India.	
9	Belch & Belch - Advertising and Promotions: An integrated marketing communication perspective, TMH.	
10	Jethawaney & Jain, Advertising Management, Oxford University Press.	
11	Wells, Advertising : Principles and Practice, Pearson / PHI	
12	Jefkins, Advertising, Pearson.	
13	Sharma & Singh – Advertising: Planning and Implementation, PHI.	
14	Kotler, F., Kartajaya H., Setiawan I. (2017). Marketing 4.0. New Jersey: John Wiley & Sons, Inc.	

Note:

Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision)

L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work

CE= Continuous Evaluation, SEE= Semester End Examination

Mapping of CO with PO and PSO:

Semester 3: Course Name: 2IIIA08IMC INTEGRATED MARKETING COMMUNICATIONS							
Course outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2IIIA08IMC.CO1	3	3	0	2	1	0	1
2IIIA08IMC.CO2	2	2	0	2	1	1	1
2IIIA08IMC.CO3	2	2	0	2	1	0	3
2IIIA08IMC.CO4	2	3	2	2	1	2	2

Semester 3: Course Name: 2IIIA08IMC INTEGRATED MARKETING COMMUNICATIONS			
Course outcomes	PSO1	PSO2	PSO3
2IIIA08IMC.CO1	2	2	3
2IIIA08IMC.CO2	2	2	3
2IIIA08IMC.CO3	3	3	3
2IIIA08IMC.CO4	3	3	3