

**I>Course Content:**

Semester	IV Marketing
Subject	Integrated Marketing Communication
Course Code	MMSME402 (RGCMS)
Credits	4
Duration	40

**Learning Objective:**

- Objective to enhance student knowledge and understanding pertaining to marketing communication and promotional trends in today's market scenario.**

**Module**

Sr. No.	Content	Activity	Learning outcomes
1	Communication Process: Communication Process and its significance. Marketing Communication- Its concept, nature and scope. Marketing Communication- Its concept, nature and scope	Interactive Lecture	To Make students understand Importance of Communication Process in Marketing Promotion Mix
2	Promotion Mix Elements: Specific characteristics and Integration- Advertising, Public Relations, Publicity, Sales Promotion, Personal Selling, Direct Marketing and E-Commerce	Interactive Lecture	To Make students understand various promotion tools
3	Advertising Agency: Organizational Structure of advertising agency and its function. Evaluation of agency functioning.	Interactive Lecture/Case Study/Video	To Make students understand various functions of advertising
4	Advertising Objectives: Prime and specific objectives of advertising. DAGMAR Model.	Interactive Lecture-Video	To make students understand about advertising model
5	Brand Communication: Brand Image, Brand Personality, Brand Positioning and Brand Equity	Interactive Lecture-Ad Videos	To make students understand the Brand and Brand Communication methods

# Integrated Marketing Communication

## Sem IV

6	Advertising Elements: Creative approach, Visualization, Ad Copy - Elements, Types, Copywriting for different advertising media. Advertising Themes, Headline, Slogan	Interactive Lecture- case study, Group assignment and Presentation	To Make students understand how to create and design advertising
7	Advertising Research: Advertising Budget, Media Planning, Media Research	Interactive Lecture- Group activity, GD	To make students understand advertising budget and advertising research for successful advertising planning
8	Public Relations and Publicity campaigns	Interactive Lecture- Interview Videos	To Make students understand Public Relations and its Functions
9	Promotional Strategies- Trade and Consumer Promotions	Interactive Lecture- visit to trade shows, exhibitions	To Make students understand Promotional Strategies in Trade and consumer promotion
10	Measuring Effectiveness of Ad Campaign- Concept Testing and Copy Testing	Interactive Lecture- Ad Videos, Group Discussion	To make student understand how to measure advertising effectiveness pre and post advertising stages
11	New Age Promotional Avenues: Social Media, Internet, SMS, Email Marketing, Digital Display Marketing	Interactive Lecture- Group Discussion, case study	To make students about various contemporary ITES tools and IMC
12	Event Management: Introduction, Meaning & Types of Events, Event Planning & Management, Event Marketing, Event Production and Event Evaluation	Interactive Lecture, Group Activity, Observation and Participation in Event- Post event – writing event report	To make students understand role and functions of event mangement
13	Advertising Campaign	Interactive Lecture- Video, working on Live campaign	To make student understand Advertising Campaign

### II>Course Outcomes

Code	Course Outcome	Cognition
<b>MMSC101.1</b>	To make student understand Business, Organization-Mission, Objectives and Goals and Success Factors	Understand
<b>MMSC101.2</b>	To make student understand Basic concept of Management	Understand

## Integrated Marketing Communication

### Sem IV

<b>MMSC101.3</b>	To make student understand about leadership and its importance in career planning and its relevance in managing stakeholders of business and society	Understand
<b>MMSC101.4</b>	To make students understand various problems faced by business and role of successful management	Understand
<b>MMSC101.5</b>	To make student understand and analyze various changes in business environment and factors affecting business practices	Analyze

#### Text books

1	Principles and Practices of Management by Dr Kiran Nerkar and Dr Vilas Chopde
2	Principles of Management – Davar
3	Essentials of Management – Koontz & Weihrich
4	Strategic Management – V S P Rao & V Hari Krishna

#### Reference Books

1	The Leader Within – Drea Zigarmi, Michael O'Connor, Ken Blanchard, Carl Edeburn
2	The Action-Centred Leadership – John Adair
3	Good to Great – Jim Collins
4	Leadership – Rudolph Guliani
5	The Mind and its Control – Swami Budhananda
6	Management – a competency building approach – Heil Reigel / Jackson/ Slocum