

Bachelor of Management Studies

Syllabus for Integrated Marketing Communication Semester V

| Old Syllabus | Proposed Syllabus |
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| Title of the Paper: Integrated Marketing Communication | Title of the Paper: Integrated Marketing Communication |
| Subject Code 5021 | Subject Code |

| PAPER TITLE | L | Cr | P/T | D (EE) | EE | IE | T |
|---|----------|-----------|------------|-------------------|-------------|-------------|-----------|
| Integrated Marketing Communication | 04 | 04 | Tutorials | 3:00 hrs | 75 Marks | 25 Marks | 100 Marks |

#L=Lectures per week, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, T=Total Marks

| Old Syllabus | Proposed Syllabus |
|--|---|
| <p data-bbox="253 371 1095 499">Objectives: This paper will enable the student to understand the dynamics of communication required from marketing point of view.</p> <p data-bbox="253 635 427 667">Outcomes:</p> | <p data-bbox="1120 371 1935 451">Objectives: To introduce students to the principle and basic concept of marketing communication process.</p> <p data-bbox="1120 507 1912 627">To provide an understanding of integrated marketing communications (IMC) and its influences on other marketing functions and other promotional activities.</p> <p data-bbox="1120 683 1809 754">To enhance knowledge of emerging trends in integrated marketing communication.</p> <p data-bbox="1120 850 1809 882">Learning Outcomes: Student will be able to:</p> <p data-bbox="1120 938 1935 1010">Define and apply knowledge of various aspects related to marketing communications strategy and tactics.</p> <p data-bbox="1120 1066 1868 1185">Ability to create an integrated marketing communications plan which includes promotional strategies.</p> <p data-bbox="1120 1241 1935 1313">Explain the role of IMC in the overall marketing & use effectiveness measures to evaluate IMC strategies.</p> |

| Old Syllabus | | Proposed Syllabus | | | | | | | |
|--------------|---|-------------------|--|---|---------------|-------------------------|-------------|---------------------|---------------------|
| Unit1 | Topic and Details Old Syllabus | Mod ule | Module Specific Objectives | Content | Weighta ge | Instruct ion Time | Credi ts | Evaluation | |
| | | | | | | | | IE Weighta ge | EE Weigh tage |
| I | Concept and Process of Integrated Marketing Communications (IMC): Elements of IMC- <ul style="list-style-type: none"> • Advertising – Classification of advertising, types, advertising appropriation, advertising campaigns • Sales Promotion- Different types of Sales Promotion, relationship between Sales promotion and advertising | | <ul style="list-style-type: none"> • Students will be able to understand the various IMC elements and the difference between them | Concept and Process of Integrated Marketing Communications (IMC): Elements of IMC- <ul style="list-style-type: none"> • Advertising – Classification of advertising, types, advertising appropriation, advertising campaigns • Sales Promotion- Different types of Sales Promotion, relationship between Sales promotion and advertising • Publicity – Types of Publicity, relationship between advertising and publicity • Personal Selling | 35 | 25 | 1 | 12 | 35 |

| | | | | | | | | | |
|-----|---|--|--|---|----|----|---|----|----|
| | <ul style="list-style-type: none"> • Publicity – Types of Publicity, relationship between advertising and publicity <p>Personal Selling</p> | | | <ul style="list-style-type: none"> • AIDA | | | | | |
| II | <p>Elements of IMC-</p> <ul style="list-style-type: none"> • Direct marketing and direct response methods • Event Management • E-Commerce • Corporate Communication <p>Overview of Digital Marketing.</p> | | <ul style="list-style-type: none"> • Students will get an overview of digital marketing, e-commerce and corporate communication | <p>Elements of IMC-</p> <ul style="list-style-type: none"> • Direct marketing and direct response methods • Event Management • E-Commerce • Corporate Communication <p>Overview of Digital Marketing.</p> | 25 | 15 | 1 | 05 | 15 |
| III | <p>Media Management – Media Process – Media Jargons – Media Buying-Strategies and execution.</p> | | <ul style="list-style-type: none"> • Students will be able to understand the jargons used in media | <p>Media Management – Media Process – Media Jargons – Media Buying-Scheduling, Strategies and execution</p> | 25 | 15 | 1 | 05 | 15 |

| | | | | | | | | | |
|----|---|--|--|--|----|----|---|----|----|
| | | | <ul style="list-style-type: none"> The media buying strategies | | | | | | |
| IV | <p>Regulations and Ethical Concerns, Ethics and social responsibility in IMC campaigns</p> <p>Exercise</p> <p>a) Formulate any social responsibility campaigns like save water/say no to the drugs/AIDS/Polio/Save energy/No smoking etc.</p> | | <ul style="list-style-type: none"> Students will be able to formulate campaigns | <p>Regulations and Ethical Concerns, Ethics and social responsibility in IMC campaigns</p> <p>Exercise</p> <p>a) Formulate any social responsibility campaigns like save water/say no to the drugs/AIDS/Polio/Save energy/No smoking etc.</p> <p>Case Study on TRP Scam</p> | 15 | 05 | 1 | 03 | 10 |

Evaluation Scheme:

A. Internal Exams: Total Marks: 25

Written Test
Case Study
VIVA VOCE

Assignment
Quiz

B. External Exams: Total Marks: 75

Q.1 is compulsory. 6 out of the remaining to be attempted by the students.

Q.1 Concepts and Definitions 15 Marks

Q.2 Short Notes 10 Marks

Q.3 to Q.8 Long Questions 10 Marks

References:

A. Essential Reading:

1) Belch & Colch 12th edition (2020) Advertising and Promotions, Tata Mcgrew Hill

2) S.A. Chunawalla & K.C. Sethia 2011 Foundations of Advertising Theory & Practice, Himalaya Publishing House

B. Additional Reading:

1) Kenneth E. Clow, Donald E. Bach, Integrated Advertising, 6th edition 2014, Promotion and Marketing Communications, Pearson