

**Name of Institute:** Indus Institute of Management Studies (IIMS)

**Name of Faculty:** Dr. Neelam Kshatriya

**Course code:** MB0311

**Course name:** Integrated Marketing Communication

Pre-requisites: Marketing Management

Credit points: 3 Credits

Offered Semester: III

**Course Lecturer (weeks 01 – 15)**

Full name: Dr. Neelam Kshatriya

Department with siting location: Management

Telephone: 9825070369

Email: neelamkshatriya.mba@indusuni.ac.in

Consultation times: 3.00 PM to 4.00 PM

Students will be contacted throughout the Session via e-mail with important information relating to this Course. Google Classrooms will also be uploaded.

### **Course Objectives**

To familiarize the students with concepts and practices in marketing communications. To learn about various communication tools and their effectiveness in contemporary time, draw a lesson from that knowledge for better integration of various marketing communications tools. Bring out ideas for effective marketing communications.

## Course Outcomes (CO)

On successful completion of this course students will be able to:

**CO1:** Describe the IMC mix and the IMC planning process.

**CO2:** Examine the role of integrated marketing communications in building brand identity, brand equity.

**CO3:** Construct a marketing communications mix to achieve the communications and behavioural objectives of a campaign

**CO4:** Evaluate the communications effects and results of an IMC campaign to determine its success for a variety of brands.

**CO5:** Design a sales promotion campaign

**CO6:** Select the avenues for Public Relations, Publicity and Corporate Advertising for a consumer and a business-to-business product.

## Course Outline

### **UNIT-I Introduction to Integrated Marketing Communication (IMC):**

Evolution of Integrated Marketing Communication, Role of IMC in creating brand identity, brand equity, and customer franchise, Communication process, Promotional Mix: Tools for IMC, The IMC Planning Process, The Value of IMC plans – information technology, changes in channel power, increase in competition, brand parity, integration of information, decline in the effectiveness of mass-media advertising.

### **UNIT II Advertising- I:**

(a) Definition, History, Roles and Functions of Advertising, Types of Advertising, Steps in Development of Advertisement.

(b) Advertising Design: Appeals, Message Strategies & Execution Framework: Advertising Design, Advertising Theory, Types of Advertising Appeals, Structure of an Advertisement, Message Strategies, Cognitive strategies, Execution Strategies, Creating an Advertising, Advertising Effectiveness.

(c) Copywriting: Meaning and Definition of Copywriting, the Copywriter, Copywriting for Print, Copywriting guidelines, Radio Copywriting, TV Copywriting, Writing for the Web, Tips for writing good web content.

### **UNIT III Advertising- II:**

(a) Media Planning and Strategies: Growth and Importance of Media, Meaning and Role of Media Planning, Media Plan, Market Analysis, Media Objectives, Developing and Implementing Media Strategies, Evaluating the effectiveness.

(b) Print Media and Outdoor media: Characteristics of the press, Basic media concepts, Newspapers, Magazines, Factors to consider for magazine advertising, Packaging, Out-of-home Advertising, Directory Advertising.

(c) Broadcast and Internet Media: Meaning of Broadcast Media, Radio as Medium, Television as Medium, Internet Advertising, Email Advertising.

### **UNIT IV Sales Promotion:**

Scope and Role of Sales Promotion, Growth of Sales Promotion, Consumer Oriented Sales

Promotion, Techniques in Sales Promotion, Trade Oriented Sales Promotion, Coordinating sales promotion and advertising; Sales promotion abuse; Personal selling.

**UNIT V Public Relations, Publicity and Corporate Advertising:**

Definition of Public Relations, Publicity and Corporate Advertising; Difference between public relations and advertising, Functions of Public Relations; Creating positive image building activities; Preventing or reducing image damage; Sponsorship and Event marketing; Role of internet in Public Relations, Publicity, Advantages and Disadvantages of Publicity.

**Method of delivery**

Lectures, PPT, case studies, experiential exercises, Active Learning Techniques.

**Study time**

Three hours per week

**CO-PO Mapping (PO: Program Outcomes)**

PO1: Develop Business Acumen & domain knowledge (With knowledge of management theories & practices)

PO2: Develop Leadership and Team building

PO3: Enhance Critical Thinking, Analysis & Problem Solving

PO4: Build Awareness of Global Business Environment

PO5: Comprehend Legal, Ethical and Social Responsibility

PO6: Develop Communication Skills, Interpersonal and Soft Skills

|             | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|-------------|-----|-----|-----|-----|-----|-----|
| <b>CO 1</b> | 3   | 3   | 1   | 3   | 2   | 3   |
| <b>CO 2</b> | 3   | 2   | 1   | 2   | 2   | 2   |
| <b>CO 3</b> | 3   | 3   | 1   | 2   | 2   | 3   |
| <b>CO 4</b> | 3   | 3   | 1   | 2   | 2   | 3   |
| <b>CO 5</b> | 3   | 3   | 1   | 2   | 2   | 3   |

|      |   |   |   |   |   |   |
|------|---|---|---|---|---|---|
| CO 6 | 3 | 3 | 1 | 2 | 2 | 3 |
|------|---|---|---|---|---|---|

### Blooms Taxonomy and Knowledge retention (For reference)

(Blooms taxonomy has been given for reference)

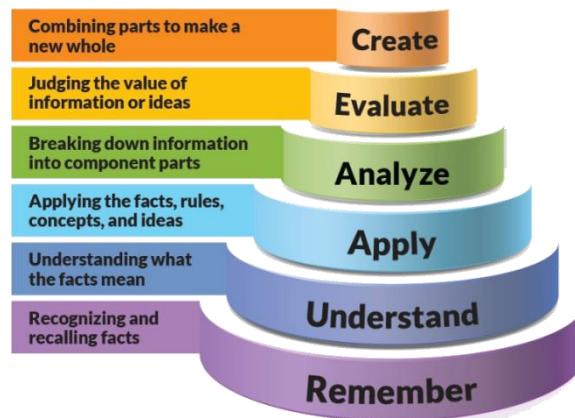


Figure 1: Blooms Taxonomy

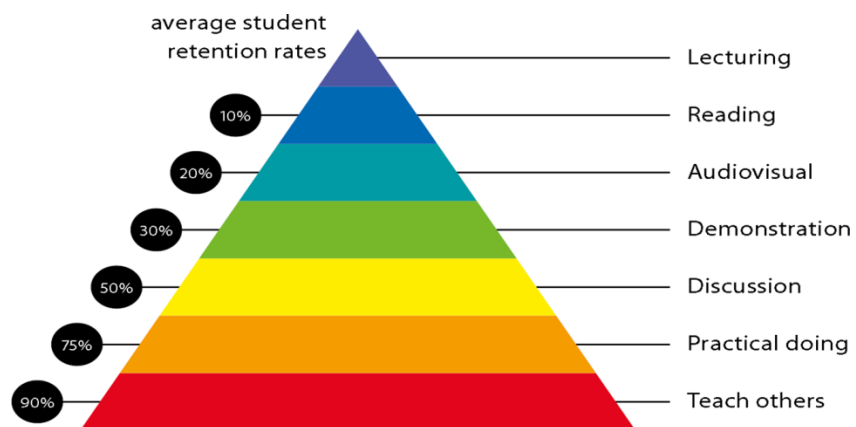


Figure 2: Knowledge retention

### Graduate Qualities and Capabilities covered

(Qualities graduates harness crediting this Course)

| General Graduate Qualities | Specific Department of _____ Graduate Capabilities |
|----------------------------|--|
| Informed                   | 1 Professional knowledge, grounding &              |

|  |   |
|--|---|
| <p>Have a sound knowledge of an area of study or profession and understand its current issues, locally and internationally. Know how to apply this knowledge. Understand how an area of study has developed and how it relates to other areas.</p>   | <p><b>awareness</b></p>   |
| <p><b>Independent learners</b></p> <p>Engage with new ideas and ways of thinking and critically analyze issues. Seek to extend knowledge through ongoing research, enquiry and reflection. Find and evaluate information, using a variety of sources and technologies. Acknowledge the work and ideas of others.</p> | <p><b>2 Information literacy, gathering &amp; processing</b></p>    |
| <p><b>Problem solvers</b></p> <p>Take on challenges and opportunities. Apply creative, logical and critical thinking skills to respond effectively. Make and implement decisions. Be flexible, thorough, innovative and aim for high standards.</p>  | <p><b>3 Problem solving skills</b></p>                              |
| <p><b>Effective communicators</b></p> <p>Articulate ideas and convey them effectively using a range of media. Work collaboratively and engage with people in different settings. Recognize how culture can shape communication.</p>  | <p><b>4 Written communication</b></p>                               |
|  | <p><b>5 Oral communication</b></p>                                  |
|  | <p><b>6 Teamwork</b></p>  |
| <p><b>Responsible</b></p> <p>Understand how decisions can affect others and make ethically informed choices. Appreciate and respect diversity. Act with integrity as part of local, national, global and professional communities.</p>   | <p><b>7 Sustainability, societal &amp; environmental impact</b></p> |

## Lecture times

Tuesday - 2:05PM – 3:05PM

Wednesday-2:05PM – 3:05PM

Friday - 2:05PM – 3:05PM

## Attendance Requirements

The University norms states that it is the responsibility of students to attend all lectures, tutorials, seminars and practical work as stipulated in the Course outline. Minimum attendance requirement as per university norms is compulsory for being eligible for mid and end semester examinations.

## Details of referencing system to be used in written work

### Text books

1. Advertising and Promotion, Belch, George and Belch, Michael, Tata McGraw Hill, New Delhi.
2. Integrated Advertising, Promotion and Marketing Communication, Clow, Kenneth & Black, Donald, Pearson
3. Education, New Delhi. Kruti Shah & Alan D Souza, Advertising and Promotions: An IMC

### Reference Books:

1. Kenneth Clown & Donald Bach, *Integrated Marketing Communications*
2. Belch & Belch , *Advertising and Promotions* , Tata McGraw Hill
3. Rajeev Batra, John G. Myers& David A Aaker, *Advertising Management*, PHI
4. Otto Klepner's, *Advertising Procedure*– PHI
5. Contemporary Advertising, Irwin/McGraw –Hill
6. Duncon, *Integrated Marketing Communications*, TMH
7. S.A. Chunawalla & K.C. Sethia, *Foundations of Advertising Theory & Practice*, Himalaya Publishing

## ASSESSMENT GUIDELINES

Your final course mark will be calculated from the following:

|                                   |          |
|-----------------------------------|----------|
| Assignment                        | 10 Marks |
| Group Presentaion                 | 5 Marks  |
| Attendance                        | 5 Marks  |
| Mid semester                      | 40 Marks |
| Final exam ( <i>closed book</i> ) | 40 Marks |

## SUPPLEMENTARY ASSESSMENT

Students who receive an overall mark less than 40% in mid semester or end semester will be considered for supplementary assessment in the respective components (i.e mid semester or end semester) of semester concerned. Students must make themselves available during the supplementary examination period to take up the respective components (mid semester or end semester) and need to obtain the required minimum 40% marks to clear the concerned components.

### Late Work

Late assignments will not be accepted without supporting documentation. Late submission of the reports will result in a deduction of -5% of the maximum mark per calendar day

### Format

All assignments must be presented in a neat, legible format with all information sources correctly referenced. **Assignment material handed in throughout the session that is not neat and legible will not be marked and will be returned to the student.**

### Retention of Written Work

Written assessment work will be retained by the Course coordinator/lecturer for two weeks after marking to be collected by the students.

## University and Faculty Policies

Students should make themselves aware of the University and/or Faculty Policies regarding plagiarism, special consideration, supplementary examinations and other educational issues and student matters.

**Plagiarism** - Plagiarism is not acceptable and may result in the imposition of severe penalties. Plagiarism is the use of another person's work, or idea, as if it is his or her own - if you have any doubts at all on what constitutes plagiarism, please consult your Course coordinator or lecturer. Plagiarism will be penalized severely.

***Do not copy the work of other students.***

***Do not share your work with other students (except where required for a group activity or assessment)***

### Course schedule(subject to change)

(Mention quiz, assignment submission, breaks etc as well in the table under the Teaching Learning Activity Column)

| Week #  | Topic & contents   | CO Addressed | Teaching Learning Activity (TLA) |
|---------|--|--------------|----------------------------------|
| Weeks 1 | Evolution of Integrated Marketing Communication, Role of IMC in creating brand identity, brand equity, and customer franchise, Communication process | CO1          | Discussion & Lecture             |
| Weeks 2 | Promotional Mix: Tools for IMC ,The IMC Planning Process, The Value of IMC plans – information technology, changes in channel power                  | CO1          | Case Study Discussion & Lecture  |
| Week 3  | Increase in competition, brand parity, integration of information, decline in the effectiveness of mass-media advertising.                           | CO2          | Lecture                          |



|         |  |           |                      |
|---------|--|-----------|----------------------|
| Week 4  | Definition, History, Roles and Functions of Advertising, Types of Advertising, Steps in Development of Advertisement.  | CO2       | Case Study & Lecture |
| Week 5  | Advertising Design: Appeals, Message Strategies & Execution Framework: Advertising Design, Advertising Theory  | CO2       | Lecture              |
| Week 6  | Types of Advertising Appeals, Structure of an Advertisement, Message Strategies, Cognitive strategies, Execution Strategies, Creating an Advertising, Advertising Effectiveness.                                   | CO3       | Discussion & Lecture |
| Week 7  | Copywriting: Meaning and Definition of Copywriting, the Copywriter, Copywriting for Print, Copywriting guidelines, Radio Copywriting, TV Copywriting, Writing for the Web, Tips for writing good web content.      | CO3       | Discussion & Lecture |
| Week 8  | Media Planning and Strategies: Growth and Importance of Media, Meaning and Role of Media Planning, Media Plan,   | CO4       | Lecture              |
| Week 9  | Market Analysis, Media Objectives, Developing and Implementing Media Strategies, Evaluating the effectiveness.   | CO5 & CO6 | Lecture              |
| Week 10 | Print Media and Outdoor media: Characteristics of the press, Basic media concepts, Newspapers, Magazines, Factors to consider for magazine advertising, Packaging, Out-of-home Advertising, Directory Advertising. | CO5 & CO6 | Lecture              |
| Week 11 | Mid Term Exams   |           |                      |

|         |  |           |                                 |
|---------|--|-----------|---------------------------------|
| Week 12 | Broadcast and Internet Media: Meaning of Broadcast Media, Radio as Medium, Television as Medium, Internet Advertising, Email Advertising.  | CO5 & CO6 | Lecture                         |
| Week 13 | Scope and Role of Sales Promotion, Growth of Sales Promotion, Consumer Oriented Sales Promotion, Techniques in Sales Promotion, Trade Oriented Sales Promotion, Coordinating sales promotion and advertising; Sales promotion abuse; Personal selling. | CO5 & CO6 | Case Study Discussion & Lecture |
| Week 14 | Definition of Public Relations, Publicity and Corporate Advertising; Difference between public relations and advertising, Functions of Public Relations; Creating positive image building activities; Preventing or reducing image damage              | CO5 & CO6 | Lecture                         |
| Week 15 | Sponsorship and Event marketing; Role of internet in Public Relations, Publicity, Advantages and Disadvantages of Publicity.   | CO5 & CO6 | Case Study & Lecture            |