



**Sub Committee for Curriculum Development**  
**Marketing Specialization**

**Course Name:** Integrated Marketing Communication

**Course Code:** T2614

**Number of Credits:** 3

**Level:** 4

**PG**

**Learning Objective(s): After the completion of this course, a student shall be able to :**

- Identify and explain different approaches to Marketing communication & also how to analyse and apply specific communication tools.
- Leverage various media options for building brand value and communication strategies.
- Compare and choose between the different tools taught under Integrated Marketing Communication.
- Examine scenarios and able to select proper budgeting methods for IMC purposes.
- Compose the strategic and tactical aspects of IMC enabling comprehensive IMC decisions.

**Pedagogy:**

1. Lecture
2. Case Study
3. Projects
4. Group Presentation

**Pre-learning:**

1. Marketing Management

## Course Outline

Sr. No.	Topic	Hours
1.	Understanding Marketing Communications <ul style="list-style-type: none"> <li>a. Drivers to IMC</li> <li>b. Communication process</li> <li>c. Redefining the scope of IMC</li> <li>d. Barriers to IMC</li> </ul>	5
2.	Models of Marketing Communication ( evolution) <ul style="list-style-type: none"> <li>a. AIDA</li> <li>b. Black box</li> <li>c. DAGMAR</li> <li>d. HAM</li> <li>e. FCB</li> </ul>	5
3.	Marketing Communication Mix ATL Vs. BTL Traditional Media ( Print/ Broadcast/ Electronic) Advertising, Personal selling, Sales Promotion, PR, Direct Marketing Sponsorships, Exhibitions, Packaging, POP, digital, Word of Mouth, Corporate Identity. Factors affecting MCM.	5
4.	Creating the IMC Plan <ul style="list-style-type: none"> <li>a. Situation Analysis</li> <li>b. Marcom Objectives</li> <li>c. Budget planning</li> <li>d. Developing a Marketing Communications program</li> <li>e. Evaluation and Control of Marketing Communication Program</li> </ul>	5
5.	Creative & Media Strategy <ul style="list-style-type: none"> <li>a. Designing an effective message</li> <li>b. Creative options and formats</li> <li>c. Promotion appeals</li> <li>d. Creative stages</li> </ul>	5
6.	Media strategy & Marketing Communication Delivery ( integrating multiple channels) <ul style="list-style-type: none"> <li>a. Evaluating Media options</li> <li>b. Merging media and creative strategy</li> <li>c. Analysing brand context</li> <li>d. Determining relevance of Brand context</li> <li>e. Appreciation of customer insight</li> </ul>	5
7.	Marketing Communication budget planning	

	<ul style="list-style-type: none"> <li>a. Budgeting Methods</li> <li>b. Allocation of budget</li> <li>c. The budgeting process</li> </ul>	5
8.	Ethics and Legal issues in IMC	5
9.	Cases and contemporary issues in IMC : Best campaigns, current Strategies etc.	5
	<b>Total Hours</b>	<b>45</b>

**Textbooks and Reference Material:**

1. IMC The next Generation by Don Schultz. Tata Mc Graw Hill
2. Integrated Marketing Communications: strategic Planning perspectives 3/e Keith. J Tuckwell. Pearson's

**Suggested Evaluation Methods:**

Internal

- a. Assignments ( model application)
- b. 2 Projects ( strategy design) / (Communication analysis)
- c. Case Study/ Project presentation
- d. Class Test