

# Integrated Marketing Communication

## Course Objectives

The objectives of the course are:

To develop a clear understanding of integrated marketing communications (IMC) practices.

To understand how key elements within the marketing communications mix are integrated.

To shift the perceptual focus of class participants from an audience to creators of IMC strategies for businesses.

## Syllabus

Concept and Process of Integrated Marketing Communications (IMC), IMC Message Design  
Advertisement Media, Design and Execution of Advertisements, Agency Operation, Introduction to Sales  
Promotion, Sales Promotion Campaign, Advertising and Society Expected Outcome

On completion of the course, the students are expected to be familiar with the concepts and framework of IMC and shall be able to translate theory into practice by analyzing a number of pragmatic examples and case studies of real-world experiences.

## References

1. Philippe Malaval, Integrated Marketing Communication, Pearson Education.
2. Nagpal, Integrated Marketing Communication and Advertising, Sheth Publishers Private Limited.
3. George E. Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw Hill Education India Private Limited.
4. Kenneth Clow. Donald Baack, Integrated Advertising, Promotion and Marketing Communications, Pearson.
5. S. H. H. Kazmi and Satish K Batra, Advertising & Sales Promotion, Excel Books.
6. Sarangi. S, Advertising & Sales Promotion (Marketing Management III), Asian Books Pvt. Ltd.
7. CN Sontakki, Advertising and Sales Management, Kalyani Publishers.
8. Jaishri Jefhwaney, Advertising Management, Oxford University Press India.
9. Abrahams David, Brand Risk: Adding Risk Literacy to Brand Management, Kindle edition, Gower.
10. Bergh Bruce G, Advertising Principles Choice Challenge Change, NTC Business Book, USA.
11. Bhatia K.Tej, Advertising and Marketing in Rural India, Macmillan India Ltd.
12. Clifton Rita and John Simmons, Brands and Branding , Profile Books Ltd. UK. Units Topics Hours  
% of Marks in

## Topics

1 Concept and Process of Integrated Marketing Communications (IMC): Elements of IMC-Advertising; Social, Economic and Legal Implications of advertisements – setting advertisement objectives – Advertisement Agencies – Selection and remuneration – Advertisement campaigns. Classification of advertising, types, advertising appropriation, advertising campaigns.

2 IMC Message Design : AIDA model – Considerations for creative idea visualisation Suppliers in IMC : Hoarding contractors/Printers; Advertisement Agency- Departments of Ad Agency, Client Servicing-client Agency relationship,;

Advertisement Media - Media plan – Type and choice criteria – Reach and frequency of advertisements – Cost of advertisements - related to sales – Media strategy and scheduling.

### First Internal Examination

3 Design And Execution Of Advertisements - Message development – Different types of advertisements – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio. T.V. and Web advertisements – Media Research – Concept Testing– Measuring impact of advertisements.

Account Management: Account Planning, Responsibilities and Implementation Paths

4 Agency Operation: The organizations in Advertising, the Role of Advertising Agency, Types of Advertising Agencies.

Creative and Media Briefing Process: Agency -Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting.

Sales Promotion - Scope and role of sale promotion – Objectives of sales promotion - sales promotion techniques – Trade oriented and consumer oriented.

### Second Internal Examination

5 Sales Promotion Campaign - Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers – Outsourcing sales promotion national and international promotion strategies – Integrated promotion – Coordination within the various promotion techniques – Online sales promotions Advertising and Society: Ethical Issues in Advertising, Social Criticism of Advertising, Advertising Statutory Bodies in India.

### Final Examination