



Dr. V. N. Bedekar Institute of Management Studies, Thane
Teaching Learning Plan - MMS
Academic Year: 2022-2023

Programme: MMS Semester: IV

Period: February 2023 – May 2023

Course Code: MMS-M405

Name of the subject: Integrated Marketing Communications

Maximum marks: 100 (60+40)

No. of Sessions: 13 (Total 40 hrs)

Name of the Faculty: Dr. Pallavi Chandwaskar

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Program Outcomes (PO)

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value-based Leadership.
4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
6. Ability to develop entrepreneurial skills keeping in mind socially-sensitive and innovative approaches.

Course Outcomes (CO)

1. Recall all the concepts covered in the course of Integrated Marketing Communications.
2. Explain the fundamentals of IMC and various media and agency functions.
3. Apply concepts of IMC like Media Scheduling, Planning, Implementation to various sectors of business through case studies.
4. Analyse different IMC tool for their benefits and limitations for different businesses.
5. Evaluate Promotional Campaigns – Sales Promotion, Consumer Promotions for different organisations.
6. Design advertising campaign, promotional campaign and direct marketing campaign for various organisational scenarios.

Text Books:

1. Advertising and Promotion: An Integrated Marketing Communications Perspective, 9th edition, Mc Graw Hills, George Belch, Michael Belch, Keyoor Purani – **T1**
2. Advertising Management: includes Sales Promotion, 2nd Edition, Oxford Higher Education, Jaishri Jethwaney, Shruti Jain – **T2**
3. Media planning and Buying: Principles and Practices in the Indian Context, Arpita Menon, Mc Graw Hill – **T3**
4. Marketing Channels, By Coughlan, Anderson, Stern, Ansary, Natarajan, Pearson – **T4**
5. Advertising Management: Rajeev Batra, John G. Myers, David A. Aaker – **T5**

Reference Books:

1. Marketing Whitebook 2021-22
2. Advertising made Simple – Jeffkins, Frank
3. Advertising Today and Tomorrow – Evans, W.A



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Reference Material for recent trends

1. Economic Times - Brand Equity (Times Group)
2. Business Standard
3. Business World – Hard Copy and Online Magazine on Library
<http://opac.vpmthane.org:50400/>
4. Business India Magazine – Hard Copy and Online on Library site
<http://opac.vpmthane.org:50400/>

A. Plan:

Sess ion No.	Planned Date	Topic	Ref. Study Material	Course Outcom es
1	04/03/23	Definition of IMC, Key Features Advertising – Types of Media – TV, Print, Radio, OOH, Internet	Ch.1 from T1 <i>Case – Pulse IMC campaign</i> https://economictimes.indiatimes.com/pulse-hit-rs-100-crore-sales-in-eight-months-with-no-advertising-so-why-is-it-going-in-for-a-tv-campaign-now/articleshow/58126522.cms	CO1
2	17/03/23	Advertising Agency – Functions, Types, structure	Ch.3. from T1 <i>Case (Article) : Fevicol: The 'glueing' journey</i> https://brandequity.economictimes.indiatimes.com/news/marketing/fevicol-the-glueing-journey/69327544 <i>Case – Flipkart breaks Clutter with new Executional Formats in Commercials (T1pg. 380-381)</i>	CO2
3	18/03/23	Advertising – Developing a Campaign, effect of celebrity endorsements Mobile marketing, Search Engine advertising, Social Media marketing	Ch.8. from T1 <i>Case: Swiggy's new ad-campaign</i> https://brandequity.economictimes.indiatimes.com/news/advertising/swiggys-new-ad-campaign-explores-a-novel-food-combo/72987983 <i>Guest Interaction: Industry profile sharing, Discussion on SEO and Social media marketing</i> <i>Innovative Pedagogy: Ad Campaign Development Activity – brief to be given by guest, Rubric and parameters communicated</i>	CO2, CO6
4	24/03/23	Ad Campaign	Individual Student Presentations on	CO5,6



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		Presentations	different Ad Campaigns for demonstrating Ad Copy components, message, Advertising Objectives and recommended improvisation in the Advertisement <i>Case Study : Airtel- Insta Group</i> https://brandequity.economictimes.indiatimes.com	
5	31/03/23	Media Planning – Message, Process, Objectives	Ch. 8, 9 from T3 <i>Lakme – Insta Group</i> https://www.instagram.com/download/Lakme-Case-Study-Insta-Group.pdf	CO3
6	07/04/23	Media Scheduling, Planning, Implementation.	Ch.9. Media Planning and Buying- T3 Article: https://economictimes.indiatimes.com/smartall-biz/marketing-branding/branding/no-room-for-error-how-to-manage-brand-reputation/articleshow/68387407.cms?from=mdr	CO3, CO5
7	21/04/23	Media Scheduling, Planning, Implementation Case Study assignment in Groups Case Study Assessment + Internal Test	<i>Starbucks Media Plan – Case study</i> <i>Assignmen to be solved in groups</i>	CO3, CO5
8	28/04/23	Promotional Campaigns – Sales Promotion, Consumer Promotions, Trade Promotions	Ch. On Promotional campaigns from T2 <i>Case Study: Promotional Strategies of Pharmaceutical Industry</i>	CO4
9	05/05/23	Public Relations, Reputation Management – Issues and Challenges	Ch.17 from T1 <i>Case Study: Class Conduct : Toyota motors and British Petroleum PR campaigns</i> <i>Self study - Cadbury PR for Crisis Management</i> https://prcai.org/cadbury-crisis-management-2/ <i>Strategy and Tactics Behind creation of brand Modi</i> https://www.businesstoday.in/magazine/case-study/case-study-strategy-tactics-behind-creation-of-brand-narendra-	CO4



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			modi/story/206321.html	
10	06/05/23	Reputation Management – Issues and Challenges Direct Marketing – Methods, Advantages, Limitations Personal Selling Principles, Negotiation skills	Ch.14 from Integrated Marketing Communications Perspective, 9 th edition, Mc Graw Hills, George Belch, Michael Belch, Keyoor Purani <i>Case Study: Dell Direct Marketing</i> http://web.mit.edu/course/15/15.823/attach/Dell%20CASE.pdf Role Play Conduct for Personal Selling and Negotiation	CO2
11	12/05/23	Internet Marketing, E mail Advertising	Ch.15 from T1 <i>Case Study: Maruti Suzuki E mail advertising Campaign</i> https://www.mindandmatter.in/case-studies/maruti-suzuki/	CO2
12	19/05/23	Social Media Marketing Group Presentations	<i>Case Study: Social Media Marketing in Business: A Case Study of IPL</i> http://www.ijrbem.com/doc/58.pdf <i>Starbucks Crowdsourcing</i> https://digital.hbs.edu/platform-digit/submission/my-starbucks-idea-crowdsourcing-for-customer-satisfaction-and-innovation/	CO2
13	20/05/23	Group Presentations	All syllabus and above references to be covered and revised Given topics to all groups	CO6



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B. Practical Approach: Other activities

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Case study (current affairs)	All	Critical Thinking Ability	<u>Sources are mentioned above wherever case referred</u>
2	Academic Projects	Media Planning	Analytical Skills	Starbucks Case for Media Plan development in groups
3	Group Discussion	Advertising Objectives, Ethics in PR	Thought clarity and expression, articulation	Open
4	Role Play	Personal Selling, Negotiation skills	Decision Making	Scenario given for various products/services in teams
5	Business Quiz, Business News sharing	All	Critical Thinking	https://www.businesstoday.in https://economictimes.indiatimes.com (Brand Equity)
6	Videos	All, various ad films shown	Understanding Creativity in Campaigns	www.youtube.com



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C. Innovative Pedagogy adopted:

*Innovative Pedagogy: **3D - “Design, Develop and Deliver”***

It is an Ad Campaign Development Activity – brief to be narrated by guest, Rubric and parameters will be communicated.

The activity begins with a short session by an invited Industry Guest Interaction: Industry profile sharing, advertising functions

Advertising creative to be designed and executed to ensure integrated marketing communication for your Idea – Students in groups of four are required to develop a campaign for which brief will be given by Guest from Industry .

Session Plan

S. No.	Activity description	Duration	Resource Person
1.	Concept of Advertising campaign development process	40 minutes	Core Faculty
2.	Experience and profile sharing by Industry guest Alumni: Sharing Social media marketing campaign execution process – Advertising / digital marketing agency functions with reference to SEO, Google ads	40 minutes	Industry Guest Alumni
3.	Breaking student groups in groups of 5 members , ‘Advertising Brief’ to be shared by practitioner for creation of a social media campaign	10 minutes	Industry Guest Alumni
4.	Rubrics and sample templates will be shared and demonstrated Teams can choose among following media to create campaign content: Print, Outdoor, social media	5 minutes	Core faculty and Industry Guest Alumni
5.	Teams are given execution time for idea sharing , drafting, designing. Alumni will provide suggestions on tools or methods to be used	45 minutes	Student Groups , Core faculty and Industry guest as facilitators
6.	Final drafts of creative and campaign to be submitted (in e- formats) to be uploaded on LMS Inpods, presentations by teams	5 minutes * each by 6 teams (30 min)	Each team to narrate their campaign to client – Role of client to be played by Industry guest alumni
7.	Assessment based on rubric to be done, Feedback to be shared with students. Suggestions on areas of improvement to be given.	30 mins (in next week’s class)	Core Faculty Best Campaign and Creative Selection and Recognition in BRIMS CONNECT



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D. Industrial sector focused through the course:

Advertising agency, Digital marketing agency , FMCG Sector, Consumer Durable Sector – Electronics, Service Sector – Banking, Education

E. Types of job profile available in the sector:

Branding and Marketing Executive (Shared by Alumni Mr. Nitin Singh working with OPPO Mobiles in the area of IMC tools implementation)

- I. **In-store and OOH brand communications** (Alumni Nitin Singh, Jaideep Joshi, Bhaskar Birajdar) **Agency collaboration**
- II. **Brand Retail Training manager** (Information from Parag and Swarada MMS marketing Alumni interaction)

F. Skill sets for the given job profiles as learning outcomes of the course:

- I. **Decision making and critical thinking**– About right locations for branding to increase awareness level, Decision making regarding Media Planning for all mass media
- II. **Creative Thinking** – Develop elements for high Brand Visibility and Display, Ability to create and conduct campaigns and Events around the brand's various offers
- III. **Leadership and Team building** - Ability to lead team and vendor management, Agency collaboration

(All skill sets identified through interaction with alumni working in above mentioned job roles)

G. Gap identified from University Curriculum:

S. no.	Gap Identified	Action taken to bridge the gap
1	Contemporary practices and current trends	Shared through recent articles from newspapers, magazines and latest ad campaign release for various brands
2	Understanding of roles handled in the domain	Industry guest interaction – live Experience sharing
3		

Prepared by:
Faculty

Approved by:
Specialisation Head



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Date:

Date:

Evaluation:

Component	Details	Marks
Attendance and Class Room Participation	Mandatory	10
Mid Term Test	Mandatory (MCQ, Descriptive, etc)	10
Group Presentations + (Activity on Innovative Pedagogy)	Mandatory	10
Case Study Assessment	Mandatory	10
Final Exam	Mandatory	60

Comments / Suggestions / Recommendations:

Suggestions (if any) to students on subject related Certificate/Diploma or Add-on program: -

1. Content Marketing <https://www.coursera.org/learn/content-marketing>
2. Blogging Masterclass <https://www.udemy.com/course/build-a-blog/>
3. Event Management <https://www.udemy.com/course/event-marketing-how-to-create-a-successful-event-series/>
4. Digital Advertising Strategy Specialisation
<https://www.coursera.org/specializations/digital-advertising-strategy>
5. Branding : The Creative Journey Specialization
<https://www.coursera.org/specializations/branding-the-creative-journey>

Signature of Faculty

Signature of Co-ordinator