



Bachelor of Business Administration (B.B.A.)					
Semester	VI	Course Title	Integrated Marketing Communication (Marketing Group)	Course Code	
Type of Course	Major (Marketing)	Credit	04	Theory	04 Hours
Practical	NIL	Teaching Hours	60	Internal Marks	50
External Marks	50	Total Marks	100	External Exam Time	2 Hours

COURSE OUTCOMES:

- Analyze meaning, position, and the Role of IMC in Marketing Communication; create the relationship between the ideas and the tools of IMC.
- Demonstrate understanding of the concept of Integrated Marketing Communications (IMC) and the activities entailed in the management of IMC as a process.
- Design appropriate Integrated Marketing Communications (IMC) strategies on the basis of a brand's marketing situation and customer insights.
- Critically use knowledge to produce and creatively present an Integrated Marketing Communications (IMC) plan.

Pedagogy: Theory, Exercise

COURSE CONTENT

Unit-1	Introduction to Integrated Marketing Communication	Hours: 12
	<ul style="list-style-type: none"> • Meaning of marketing, advertising and integrated marketing communication. • Concept of 5Ms of advertising • The evolution of IMC • Reasons for the growing importance of IMC. • The promotional Mix: The tools for IMC 	
Unit - 2	IMC Process and communication process Analysis	Hours: 12
	<ul style="list-style-type: none"> • IMC Process Analysis • The IMC planning process, Role of IMC in the Marketing Process (conceptual analysis), Participants in the IMC process • Communication Process Analysis • Source, Message and channel factors, Communication response hierarchy- AIDA model, Innovation adoption model, Information processing model • CASE STUDY 	
Unit - 3	Planning for Marketing Communication (Marcom)	Hours: 12
	<ul style="list-style-type: none"> • Establishing marcom Objectives and Budgeting for Promotional Programmes • Setting communication objective, • Sales as marcom objective • DAGMAR approach for setting ad objectives. • Budgeting for marcom-Factors influencing budget, Methods to determine marcom budget. • CASE STUDY 	
Unit - 4	Direct Marketing.	Hours: 12
	<ul style="list-style-type: none"> • Concept, advantages/ objectives and disadvantages • Components for Direct Marketing • Tools of Direct Marketing - • Response Advertising • Direct Mail and Internet • Catalogues 	



	<ul style="list-style-type: none">• Telemarketing (outbound and inbound)• CASE STUDY
Unit - 5	Evaluating an Integrated Marketing program Hours: 12
	<ul style="list-style-type: none">• Meaning and importance of measuring communication effectiveness,• The testing process,• Measuring the effectiveness of other promotional tools and IMC,• Concept of pre-testing, concurrent testing, post-testing• CASE STUDY

Skill Development Activities: Practical Applications. (Class discussions, group work) and practical problems solved in class.

- Workshops and interactive sessions.
- Case discussions in class that stress IMC strategy and encourage discussion on key issues.

REFERENCES

- Advertising and Promotion – Integrated Marketing Communication Approach – George and Michael Belch – Tata Mcgraw Hill
- Integrated Marketing Communications – Don Schultz, Stanley I. Tennenbaum, Robert F. Lauterborn – Mcgraw Hill Professional
- IMC & Internet Marketing – Priti Kulkarni – Sharp publication
- Integrated Marketing communication in digital gape – Divyesh Kumar, Varisha Rehman, Zillur Rahman – Willey India.
- Advertising, Promotion, and other aspects of Integrated Marketing Communications with MindTap - J. Craig Andrews | Terence A. Shimp – Cengage Publication