

**SVKM's Narsee Monjee College of Commerce & Economics (Autonomous)**

Dept of Commerce

Program: B.Com.				Semester : III	
Course : Integrated Marketing Communication Academic Year: 2023-2024 Batch: 2022-25				Code: NMUBCOM319	
Teaching Scheme				Evaluation Scheme	
Lectures	Practicals	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
45	Nil	Nil	03		
Internal Component					
Class Test			Projects / Assignments	Class Participation	
Learning Objectives: <div>1. To understand the various tools of IMC and the importance of coordinating them for an effective marketing communication program.</div> <div>2. To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program.</div> <div>3. To recognize the impact of marketing communication on society at large.</div>					
Learning Outcomes: <div>1. The learner will be able to describe the importance of IMC in the present scenario.</div> <div>2. The learner will be able to compare between the different elements in IMC and list its use in making a IMC plan for an organization.</div> <div>3. The learner will be able to prepare an IMC plan and present it persuasively.</div> <div>4. Would provide a base for further studies in Marketing.</div>					

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### **Pedagogy:**

1. Techniques such as Reviews, Analysis of Cases to promote critical thinking & to create motivated and independent learners.
2. Role plays, management games, group assignments to enable learners to work together in a social environment.
3. Discussion and Debates on Marketing and IMC based examples & Inquiry based approach for active learning.
4. Flipped Classroom approach to enhance learner engagement.
5. Videos and Picture Presentations

### **Detailed Syllabus: ( per session plan )**

#### **Session Outline For: Integrated Marketing Communication**

**Each lecture session would be of one hour duration (45 sessions)**

<b>Module</b>	<b>Module Content</b>	<b>Module Wise Pedagogy Used</b>	<b>Module Wise Duration (hrs)</b>	<b>Module Wise Reference Books</b>
I	<p><b>Understanding Integrated Marketing Communication.</b></p> <p><b>1.1</b> Introduction: Meaning, Features of IMC, Evolution of IMC, Reasons for growth of IMC, Promotional Tools for IMC, IMC Planning Process/Model, Marketing and Promotion process model. Social Media and IMC.</p> <p><b>1.2</b> Communication Response Models: Basic Model of Communication. Traditional Response hierarchy Model- AIDA, Hierarchy of Effect, Innovation Adoption Model. Alternative Response Hierarchy Models. Levels of Audience Aggregation.</p> <p><b>1.3</b> Establishing objectives and Budgeting for promotional programs: Determining IMC objectives, Marketing v/s Sales v/s Communication Objectives, DAGMAR, Problems in setting objectives, Budget approaches for promotion communication.</p>	PPTs, Case studies, Group discussions, Classroom Activity, Videos, Research Papers, etc.	11	<p>Belch, Michael, Belch, George “Advertising and Promotion: An Integrated Marketing Communication Perspective” Tata McGraw Hill 2010</p> <p>Clow, Kenneth E; Integrated Advertising Promotion and Marketing Communication” Pearson Edu 2014</p>

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II	<p><b>Elements of IMC-I</b></p> <p><b>2.1 Advertising:</b> Meaning and Features, Evolution, Limitation, Classification of Advertising, Special Purpose Advertising- Green Advertising, Pro bono Advertising, Rural Advertising. Advertising Regulation-ASCI, Doordarshan Code.</p> <p><b>2.2 Sales Promotion:</b> Meaning, Reasons for growth, Limitations, Sales Promotion Abuse, Major Techniques of Sales Promotion at different level- Consumer, Dealer, Sales force.</p> <p><b>2.3 Direct Marketing:</b> Meaning, Role of Direct Marketing in IMC, Advantages and Disadvantages, Direct Marketing Techniques.</p>	News Article, Case studies, Group discussions, Classroom Activity, Videos	11	<p>Belch, Michael, Belch, George “Advertising and Promotion: An Integrated Marketing Communication Perspective” Tata McGraw Hill 2010</p> <p>Duncan,Tom,“ Principles of Advertising and IMC”,Tata Mcgraw Hill Pub 2006</p> <p>Shah, Kruti ;D’Souza, Allan, “Advertising and IMC ”,Tata Mcgraw Hill</p>
III	<p><b>Elements of IMC-II</b></p> <p><b>3.1 Public Relations and Publicity:</b> PR-Meaning, Marketing Public Relation (MPR) and its importance in Integrated Marketing Program, Advantages and Disadvantages, Process, Tools of PR. Publicity- Meaning, Characteristics, Sources of Publicity, Importance.</p> <p><b>3.2 Personal Selling:</b> Meaning, Types of Sales Persons, Personal selling responsibility, skill set required for effective selling.</p> <p><b>3.3 Sponsorship:</b> Meaning, Criteria for Sponsorship, Limitation, Event Sponsorship, Cause Sponsorship, Ambush Marketing-Concept, Impact.</p>	News Article, Case studies, Group discussions, Classroom Activity, Videos	10	<p>Belch, Michael, Belch, George, Keyoor Purani “Advertising and Promotion: An Integrated Marketing Communication Perspective” Tata McGraw Hill 2010</p> <p>Shimp,Terence, “Advertising and promotion :An IMC Approach”,Cengage Learning 2007</p>

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				Dutta, Kirti, “Integrated Marketing Communication” Oxford University Press ,2016
IV	<p><b>Creative Aspects, Ethics and Evaluation in Marketing Communication</b></p> <p><b>4.1 Creative Aspects in Marketing Communication:</b> Concept and Importance of Creativity, Visualization-Techniques, Buying Motives-Types, Selling Points-Types, Appeals-Types, USP.</p> <p><b>4.2 Ethics in Marketing Communication:</b> Targeting Vulnerable group, Stereotyping, Portrayal of Women, Unethical Practices in Marketing Communication, Social and Cultural consequences.</p> <p><b>4.3 Evaluation in Marketing Communication:</b> Evaluation process of IMC, Testing of Advertising Effectiveness-Post Tests, copy testing – emotional reaction test, cognitive neuroscience – online evaluation, Behavioural Evaluation – sales and response rate, POPAI, Toll free numbers, QR codes and Facebook likes, response cards, Internet responses, redemption rate Measuring effectiveness of sales promotion, Non-Traditional Media, Personal Selling, Sponsorship and other IMC program elements</p>	Group Activity, Visualization sessions, Debate on ethics, Parliament style discussions. Research Based analysis.	13	<p>Advertising- Amitha Sehgal, Himalaya Publications</p> <p>Belch, Michael, Belch, George “Advertising and Promotion: An Integrated Marketing Communication Perspective” Tata McGraw Hill 2010</p> <p>Gopalakrishnan, P S , “Integrated Marketing Communication: Concepts and Cases”, ICAI University Press,2008</p>

**Reference Books:**

Title	Author(s)	Publisher
Advertising and Promotion: An Integrated Marketing Communication Perspective	Belch, Michael, Belch, George	Tata McGraw Hill
Integrated Advertising Promotion and Marketing Communication	Clow, Kenneth E	Pearson Edu

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Principles of Advertising and IMC	Duncan,Tom	Tata Mcgraw Hill
Marketing Management	Kotler. Keller	Pearson
Advertising and IMC	Shah, Kruti ;D'Souza, Allan	Tata Mcgraw Hill
Advertising and promotion :An IMC Approach	Shimp,Terence	Cengage Learning
Integrated Marketing Communication	Dutta,Kirti	Oxford University Press
Integrated Marketing Communication: Concepts and Cases	Gopalakrishnan, P S	ICFAI University Press,2008
Integrated Marketing Communication -the holistic approach	Tony Yeshin	Butterworth Heinemann
The handbook of marketing communication	P R Smith, Jonathan Taylor	Kogan Page
Integrated advertising, promotion and marketing communication	Clow, K.E., & Baack, D	Dorling Kindersley India Pvt Ltd

