

SVKM's Narsee Monjee College of Commerce & Economics

Program: B.Com.				Semester : III	
Course : Integrated Marketing Communication Academic Year: 2024-2025 Batch: 2023-2026				Code:	
Teaching Scheme				Evaluation Scheme	
Lectures	Practicals	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	02	20 Marks	30 Marks
Internal Component					
Class Test (Duration 20 Mins)			Projects / Assignments		Class Participation
10 Marks			10 Marks		-
Learning Objectives:					
<ol style="list-style-type: none"> Analyze IMC concepts and budgeting approaches for crafting effective marketing strategies and incorporating promotional tools. Demonstrate effective advertising strategies and sales promotions, preventing abuse, understanding PR concepts, and the power of publicity. Evaluate the expansion of the internet, formulate strategies for direct marketing, and assess online effectiveness through metrics. 					
Learning Outcomes: After completion of the course, students would be able to:					
<ol style="list-style-type: none"> Gain a comprehensive grasp of IMC concepts and budgeting approaches, including the ability to craft effective marketing strategies. Develop analytical skills to proficiently evaluate impactful advertising and sales promotions, utilize diverse strategies, prevent abuse, and attain a comprehensive understanding of PR concepts, and the influential role of publicity. Demonstrate the ability to evaluate internet expansion, formulate direct marketing strategies and assess online effectiveness using metrics. 					
Pedagogy:					
<ol style="list-style-type: none"> Techniques such as Reviews, Analysis of Cases to promote critical thinking & to create motivated and independent learners. Group activities such as Role plays, management games, group assignments to enable learners to work together in a social environment and learn through sharing of individual information & experience. 					

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3. Discussion of real life problem scenarios from business & Inquiry based approach for active learning.
4. Flipped Classroom approach to enhance learner engagement.

Detailed Syllabus: (per session plan)

Session Outline For: Integrated Marketing Communication

Each lecture session would be of one hour duration (30 sessions)

Module	Module Content	Module Wise Duration (hrs)
I	<p><u>I. Understanding Integrated Marketing Communication.</u></p> <p>A) Concept of IMC, Reasons for growth of IMC, Promotional Tools for IMC, IMC Planning Process/Model, Levels of Audience Aggregation, IMC and audience contact points.</p> <p>B) Communication Response Models: Traditional Response hierarchy Models- AIDA, Hierarchy of Effect, Innovation Adoption Model, Alternative Response Hierarchy Models. IMC objectives: Marketing v/s Sales v/s Communication Objectives, DAGMAR-an approach to setting objectives, budgeting approaches</p>	10
II	<p><u>II. Elements of IMC-I</u></p> <p>A) Advertising and Sales Promotion: Concept, Reasons for growth, Types of advertising and consumer-oriented sales promotion-objectives and techniques, sales promotion abuse.</p> <p>B) Public Relations and Publicity: Concept, Process of PR, MPR-meaning and Functions. Publicity- concept, power of publicity</p>	10
III	<p><u>III. Elements of IMC-II</u></p> <p>A) Direct Marketing: Concept, Direct marketing strategies and media, Evaluating the effectiveness of Direct Marketing, Role of direct marketing in IMC program.</p> <p>B) The Internet: The growth of internet, Advertising on the Internet, Direct Marketing on the Internet, Internet Metrics, Measuring effectiveness of internet.</p>	10

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Reference Books:		
Title	Author(s)	Publisher
Advertising and Promotion, An Integrated Marketing Communications Perspective	Belch G. and Belch M, Keyoor Purani	McGraw Hill 12 th edition, 2023
Advertising and Integrated Marketing Communication	Kruti Shah	McGraw Hill Education, 2020

Details of Continuous Assessment (ICA)- 20 Marks

Continuous Assessment	Details	Marks
Component 1 (ICA-1)	Internal class test (online or offline) MCQs/Explain the concepts/Answer in brief/Case study or application-based questions.	10 marks
Component 2 (ICA-2)	Presentations/Project Work/ Viva-Voce/ Book Review/ Field visit & its presentations/ Documentary filming/ Assignments/ Group Discussions Etc.	10 marks

Details of Semester End Examination (TEE)- 30 Marks

Q. No.	Particulars	Marks
Q.1. Module 1	A. Answer in brief OR B) Answer in brief	8
Q.2. Module 2	A) Answer in brief OR B) Answer in brief	8
Q.3. Module 3	A) Answer in brief OR B) Answer in brief	8
Q.4.	Read the following Case Study and answer the questions that follow.	6