



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Master of Business Administration, 3rd Semester
Functional Area Specialization: Marketing Management
Subject Name: Integrated Marketing Communications (IMC)
Subject Code: 4539212

With effective
from academic
year 2018-19

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> • Demonstrate a comprehensive understanding of marketing communications theories and concepts. • Demonstrate knowledge and understanding of the structure of the communications industry and the complexities involved in promotions management.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> • Ability to determine and evaluate marketing information required to plan and manages integrated marketing communications campaigns. • Ability to analyse and evaluate data and present valid recommendations for creative and effective marketing communications decisions.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> • Demonstrate an understanding of how cultural connotations are major influencers of promotional planning.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> • Design plans, strategies and messages which respect the values, morals, ethics and sensitivities of the society.
Effective Communication (EC)	<ul style="list-style-type: none"> • Formulate effective promotional strategies and tactics and communicate their relevance to clients. • Analyze consumers' characteristics to create effective communication.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> • Collaborate for the development of communications materials by participating in the development of creative solutions to address marketing communications challenges.

2. Course Duration: The course duration is of **40 sessions of 60 minutes each.**

3. Course Contents:

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	<p>An Overview of Integrated Marketing Communications:</p> <ul style="list-style-type: none"> • Marketing Communication Objectives, concepts, terms • Promotional Mix Elements <ul style="list-style-type: none"> ▪ The Tools of Marketing Communications (brief characteristics) • (Media Advertising, Direct Response Advertising, Place Advertising, Store Signage and Point-of-Purchase Advertising, Trade- and Consumer-Oriented Promotions, Event Marketing and Sponsorships, Public Relations and Publicity, Personal Selling, Social Media, Online Marketing) 	10	18



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	<ul style="list-style-type: none"> • Integration of Marketing Communications • IMC planning process <p>Communications Process:</p> <ul style="list-style-type: none"> • Meaning of meaning (semiotics) • Dimensions of meaning • Transfer of meaning • Consumer Processing model (in brief) • Hedonic Experiential model <p>Response hierarchy models:</p> <ul style="list-style-type: none"> ▪ AIDA, AIETA,FCB Grid, Rossiter– Percy Grid 		
II	<p>Objective setting and budgeting for the promotional program:</p> <ul style="list-style-type: none"> • Setting Marcom Objectives • Hierarchy of effects model, DAGMAR • Marcom budgeting and methods of budgeting <p>Creating effective advertising:</p> <ul style="list-style-type: none"> • Defining creativity • Hierarchy of impressions <p>Overview of advertising management:</p> <ul style="list-style-type: none"> • Advertising management program <ul style="list-style-type: none"> ▪ Role of advertising in IMC ▪ Selecting an agency <ul style="list-style-type: none"> ▪ Role of Advertising Agencies and other marketing communication organizations: <ul style="list-style-type: none"> ▪ Participants in the IMC process ▪ Client’s role in organizing for advertising and promotion ▪ Advertising agencies (including agency compensation and evaluation) ▪ Specialized services ▪ Collateral services ▪ IMC services ▪ Developing an ad campaign management strategy ▪ Constructing the creative brief <p>Advertising Design - I:</p> <ul style="list-style-type: none"> • Advertising theory <ul style="list-style-type: none"> ▪ Hierarchy of effects, means-end chain and laddering, MECCAS, verbal and visual images • Message strategies <ul style="list-style-type: none"> ▪ Message factors (from SMC Factors) ▪ Cognitive, affective and conative strategies • Advertising Appeals 	10	18



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	<ul style="list-style-type: none"> • Message execution <ul style="list-style-type: none"> ▪ Execution styles ▪ Sources and spokespersons <ul style="list-style-type: none"> ▪ Types of sources ▪ Source factors (from SMC Factors) 		
III	<p>Advertising Design - II:</p> <ul style="list-style-type: none"> • Media Strategy • Media planning • Channel factors (from SMC Factors) • Media terminologies <ul style="list-style-type: none"> ▪ Reach, frequency, GRP, TRP, impressions, continuity, recency v/s primacy effect • Media Selection <ul style="list-style-type: none"> ▪ Traditional media channels <ul style="list-style-type: none"> ▪ Types, advantages and disadvantages of – <ul style="list-style-type: none"> • Television, radio, OOH, Print ▪ Components of a print ad: Headline, body copy, illustrations and layout ▪ Storyboard for T.V. advertising <p>Other IMC Tools:</p> <ul style="list-style-type: none"> • Personal selling's role in promotion mix and IMC • Sales Promotion <ul style="list-style-type: none"> ▪ Trade oriented ▪ Consumer oriented • PR, Publicity, sponsorships 	10	17
IV	<p>Digital Media: Online, Mobile and App Advertising: (Only a brief outline)</p> <p>E-commerce:</p> <ul style="list-style-type: none"> • Building an e-commerce site, e-commerce incentives, privacy and security issues <p>Mobile marketing:</p> <ul style="list-style-type: none"> • Types of mobile marketing <p>Online advertising:</p> <ul style="list-style-type: none"> • Search Marketing <ul style="list-style-type: none"> ○ SEO, SEM ▪ Display or Banner Ads ▪ Rich Media: Pop-Ups, Interstitials, Superstatials, and Video Ads ▪ Websites and Sponsored Sites ▪ Blogs and Podcasts ▪ E-mail Advertising ▪ Measuring Internet Ad Effectiveness <p>Social Media Advertising:</p> <ul style="list-style-type: none"> ▪ Social Media Advantages and Disadvantages ▪ Social media categories and brands ▪ Social Networking ▪ How to Advertise on Social Networks 	10	17



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	<ul style="list-style-type: none"> ▪ Privacy and Other Concerns ▪ Measurement of Social Media Campaigns <p>Direct Marketing:</p> <ul style="list-style-type: none"> ▪ Concept, advantages and disadvantages ▪ Direct-Response Advertising ▪ Direct Mail ▪ Telemarketing (outbound and inbound) <p>Other Media:</p> <ul style="list-style-type: none"> • Brand Placements, Yellow-Pages Advertising, Video-Game Advertising, Cinema Advertising <p>Measuring Advertising Effectiveness:</p> <ul style="list-style-type: none"> • Concept of pre-testing, concurrent testing, post-testing • <u>Pre-testing:</u> <ul style="list-style-type: none"> ○ Focus Group, individual interview, ante-room trailer, consumer juries, ethnography, on-air testing ○ Theater test, portfolio test, dummy advertising vehicles, readability tests ○ Physiological measures • <u>Con-current testing:</u> <ul style="list-style-type: none"> ○ Coincidental surveys ○ Attitude tests ○ Tracking studies • <u>Post-testing:</u> <ul style="list-style-type: none"> ○ Recognition – Starch test, Bruzzone test ○ Recall – Day-After-Recall ○ Inquiry tests ○ Sales test ○ Comprehensive measures • Measuring overall IMC 		
V	<p>Practical:</p> <ul style="list-style-type: none"> • Students can create IMC campaigns for real / hypothetical products /services / brands. • Students can analyze and interpret communication materials available in open domain. • Students can identify the promotional eco-system existing in the country, and in their geographical area. 	---	(30 marks CEC)

4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions



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5. Evaluation:

Students shall be evaluated on the following components:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Kenneth E. Clow, Donald E. Baack	Integrated Advertising, Promotion and Marketing Communications	Pearson	6 th
2	Terence A. Shimp, J. Craig Andrews	Advertising Promotion and Other Aspects of Integrated Marketing Communications	Cengage	9th
3	Kruti Shah	Advertising and Integrated Marketing Communications	McGraw Hill	1st
4	George E. Belch, Michael A. Belch, Keyoor Purani	Advertising and Promotion	McGraw Hill	9th
5	Niraj Kumar	Integrated Marketing Communication	Himalaya	Latest
6	S. N. Murthy, U. Bhojanna	Advertising: An IMC Perspective	Excel Books	3 rd
7	Jonathan Hardy, Iain Mercury, Helen Powell	The Advertising Handbook	Routledge	2014

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. International Journal of Advertising
2. Indian Journal of Marketing
3. Pitch (Magazine – www.pitchonnet.com)
4. www.campaignindia.in
5. www.afaqs.com