

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (Global Program)

Year – II (Semester – III) (W.E.F. January 2014)

**Specialization: Marketing Management**

**Subject Name: Integrated Marketing Communication (IMC)**

**Subject Code: 2830102**

**1. Course Objective:** The objective of the course are:

- To familiarize the students with concepts and practices in marketing communications.
- To learn various communication tools and its effectiveness in contemporary time, and
- Draw a lesson from that knowledge for better integration of various marketing communications tools.
- Bring out ideas for effective marketing communications.

**2. Course Duration:** The course duration is of 36 sessions of 75 minutes each i.e. 45 hours.

**3. Course Contents:**

Module No.	Modules / Sub-Modules	Sessions	70 Marks (External Evaluation)
I	<b>An Introduction to Integrated Marketing Communication (IMC):</b> Meaning and Role of IMC in Marketing process, one voice communication v/s IMC, Introduction to IMC tools, Role of Advertising Agencies and other marketing organizations providing marketing services and perspectives on consumer behaviour.	7	17
II	<b>Understanding communication process:</b> Source, Message, Channel factors, Communication response hierarchy – AIDA model, Hierarchy of effect model, Innovation Adoption mode, Information Processing Model, The Standard learning Hierarchy, Attribution Hierarchy, and low involvement hierarchy. Consumer Involvement – The Elaboration Likelihood (ELM) Model, the Foot, Cone and Belding (FCB) Model.	7	17

III	<b>Planning for Marketing Communication (Marcom):</b> Establishing Marcom Objectives and Budgeting for Promotional Programmes – Setting communication objectives, Sales as marcom objective, DAGMAR approach for setting ad objectives. Budgeting for marcom- Factors influencing budget, Theoretical approach to budgeting viz, Marginal analysis and Sales response curve, Method to determine marcom budget.	7	18
IV	<b>Developing the Integrated Marketing Communication Programme and Measuring Effectiveness:</b> Planning and development of creative marcom. Creative strategies in advertising, sales promotion, publicity, event sponsorships etc. Creative strategy in implementation and evaluation of marcom – Types of appeals and execution styles. Media planning and selection decisions – steps involved and information needed for media planning. Measuring the effectiveness of all promotional tools and IMC.	7	18
V	<b>Practical: The student/s can perform any one or combination of the following:</b> 1. Select a product/service category and identify the IMC tools used for Communication. 2. Select any Advertising or other marketing communication agency and study the functional departments of the same. 3. Select a product/service and make a TV, Radio and Print, Web advertisement, packaging of the same. 4. Select an IMC related topic and perform research on the same. 5. Select few competing brands and study TV, Radio and Print, Web advertisement, packaging and direct marketing and perform comparative analysis of the same. 6. Perform a comparative analysis of outdoor advertising for a product/service category. 7. Perform a comparative analysis of Point-of-purchase displays for a product/service category. 8. Study on ethical, legal and social aspects of advertising and communication along with the legislative self regulatory controlling advertising and promotions in India. <b>9. Any other topic of interest to the student or faculty in charge.</b>	8	Internal Evaluation (20 Marks of CEC)

#### 4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Discussion on concepts and issues on marketing communications.
- (b) Case discussion covering a cross section of marketing communications.
- (c) Projects/ Assignments/ Quizzes/ Class participation etc

## 5. Evaluation:

A	Projects/Assignments/Quiz/Class Participation, etc.	Weightage (50%) (Internal Assessment)
B	Mid-Semester Examination	Weightage (30%) (Internal Assessment)
C	End-Semester Examination (Min. 30% Theory and Mon. 70% Practical)	Weightage (70%) (External Assessment)

## 6. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	Geroage Belch, Michael Belch, and KeyoorPurani	Advertising & Promotion – an Integrated Marketing Communications Perspective	Tata Mcgraw Hill	Latest Edition
T2	Kruti Shah & Alan D-Souza	Advertising and Promotions: An IMC Perspective	Tata Mcgraw Hill	Latest Edition
T3	Terence A. Shimp	Advertising and Promotion: An IMC approach	Cengage Learning	Latest Edition

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. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
R1	Kenneth Clow and Donald Baack.	Integrated Advertising, Promotion, and Marketing Communication	Pearson	Latest Edition
R2	A H HKazmi and Satish K Batra	Advertising and Promotions	Excel	Latest Edition
R3	Aaker, Batra and Myers	Advertising Management	Prentice	Latest Edition
R4	Thomas O’Guinn, allen and Semenik	Advertising Management –with integrated brand Promotion	Cengage Learning	Latest Edition

R5	Sharma and Singh	Advertising: Planning and Implementation	PHI Learning	Latest Edition
R6	Wells Moriarty and Burnett	Advertising; Principles and Practice	Pearson	Latest Edition
R7	Tom Duncan	Principles of Advertising and IMC	TATA MCGRAW Hill	Latest Edition

## 8. List of Journals/Periodicals/Magazines/Newspapers, etc.

Journal of Advertising, Journal of marketing, Indian Journal of Marketing, Indian Management, Journal of Consumer Behaviour

## 9. Session Plan:

Session Nos.	Topics to be covered
1-2	Introduction to IMC and its role in Marketing Process, one voice communication v/s IMC.
3-4	Introduction to IMC Tools – Advertising, sales promotion, publicity, public relations, and event sponsorship.
5-7	The role of advertising agencies and other marketing organizations providing marketing services and perspectives on consumer behaviour.
8-10	<b>Understanding communication process:</b> Source, Message and channel factors, communication response hierarchy – AIDA model, Hierarchy of effect model, Innovation Adoption mode, Information Processing Model, The Standard learning Hierarchy, Attribution Hierarchy, and low involvement hierarch.
11-13	Consumer Involvement – The Elaboration Likelihood (ELM) Model, the Foote, Cone and Belding (FCB) Model.
14	Case Studies
15-17	<b>Planning for Marketing Communication (Marcom):</b> Establishing Marcom Objectives and Budgeting for Promotional Programmes – Setting communication objectives, Sales as marcom objective, DAGMAR approach for setting ad objectives.
18-20	Budgeting for marcom- Factors influencing budget, Theoretical approach to budgeting viz, Marginal analysis and Sales response curve, Method to determine marcom budget.
21	Case Studies
22	<b>Developing the Integrated Marketing Communication Programme and Measuring Effectiveness:</b> Planning and development of creative marcom. Creative strategies in advertising, sales promotion, publicity, event sponsorships etc.
23-24	Creative strategy in implementation and evaluation of marcom – Types of appeals and execution styles.
25-26	Media planning and selection decisions – steps involved and information needed for media planning.

27	Measuring the effectiveness of all promotional tools and IMC.
28	Case Studies
29-36	<p><b>Practical: The student/s can perform any one or combination of the following:</b></p> <p>1. Select a product/service category and identify the IMC tools used for Communication. 2. Select any Advertising or other marketing communication agency and study the functional departments of the same. 3. Select a product/service and make a TV, Radio and Print, Web advertisement, packaging of the same. 4. Select an IMC related topic and perform research on the same. 5. Select few competing brands and study TV, Radio and Print, Web advertisement, packaging and direct marketing and perform comparative analysis of the same. 6. Perform a comparative analysis of outdoor advertising for a product/service category. 7. Perform a comparative analysis of Point-of-purchase displays for a product/service category. 8. Study on ethical, legal and social aspects of advertising and communication along with the legislative self regulatory controlling advertising and promotions in India. <b>9. Any other topic of interest to the student or faculty in charge.</b></p>