

INTEGRATED MARKETING COMMUNICATIONS

**Learning Objective:** This course will equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communications (IMC) program. Students will learn about various tools of IMC and the importance of coordinating them for an effective marketing communications program

**Course Contents:**

**Unit I**

**Lectures: 12**

Introduction to IMC and the Communications Process: Evolution of IMC and reasons for its growth, promotional tools for IMC, IMC Planning Process, Role of IMC in Marketing Process, Communication Process; Traditional & Alternative Response Hierarchy models. Establishing Objectives and Budgeting: Determining Promotional Objectives, Sales v/s communication objectives, DAGMAR, Problems in Setting Objectives, Setting objectives for the IMC Program, Establishing and Allocation of Promotional budget

**Unit II**

**Lectures: 12**

Creative and Media Strategy: The Creative Process, Inputs to the Creative Process, Advertising Appeals, Execution, Concepts in Media Planning and Strategy, Developing a Media Plan – Market Analysis, Establishing Media Objectives, Developing and Implementing Media Strategies, Evaluation and Follow up, Advertising Spiral

**Unit III**

**Lectures: 8**

Evaluation of Broadcast, Print and Support Media: Advantages and Disadvantages of Television, Measuring TV Audience, Advantages and Disadvantages of Radio, Advantages and Disadvantages of Magazines, Circulation and Readership, Advantages and Disadvantages of Newspaper Advertising, Types of Support Media: Traditional and Non-Traditional, Advantages and Disadvantages of Support Media

**Unit IV**

**Lectures: 14**

Evaluating Sales Promotion, Direct Marketing, Interactive Marketing, Public Relations & Personal Selling: Objectives and Types of Direct Marketing, Advantages and Disadvantages of Direct Marketing, Objectives of Interactive Media Marketing, Measures of Effectiveness on Internet, Advantages and Disadvantages of Internet, Growth of Sales Promotions, Types of Sales Promotions: Consumer and Trade Promotions, Process, Advantages and Disadvantages of Public Relations, Publicity: Advantages and Disadvantages, Nature, Advantages and Disadvantages of Personal Selling

**Unit V**

**Lectures: 10**

Measuring Effectiveness of the Promotional Program & Evaluating Social, Ethical and Economic Aspects: Measuring Effectiveness: Arguments for and against, Advertising Research- What, When, Where & How, Testing Process. Advertising and Promotion Ethics, Advertising and Children, Social and Cultural Consequences – Stereotypes, Economic Effects of Advertising

**Text Books:**

1. Belch, G.E., Belch, M. A., & Purani, K. (2010). *Advertising and Promotion-An Integrated Marketing Communications Perspective*. (7th ed.). Tata McGraw Hill.

**References:**

1. Lane, W.R., King, K. W., & Russell, J.T. (2008). *Kleppner's Advertising Procedure*. (16th ed.). Pearson Education.
2. Clow, K.E., & Baack, D. (2007). *Integrated Advertising, Promotion and Marketing Communication*. (3rd ed.). Prentice Hall of India.