

**UNDERGRADUATE PROGRAMME IN
JOURNALISM AND MASS COMMUNICATION**

PAPER VI - INTEGRATED MARKETING COMMUNICATIONS

Rationale-This course is designed to introduce the field of integrated marketing communications (IMC). The emphasis will be on the role of advertising and other promotional mix elements in the integrated marketing communications program of an organization. Attention will be given to the various IMC tools used in contemporary marketing including advertising, direct marketing, Internet and interactive marketing, sales promotion, publicity and public relations. We will examine the process by which integrated marketing communications programs are planned, developed and executed as well as the various factors and considerations that influence this process. They learn how to develop IMC plans that connect to measurable business objectives. We will also consider the environment in which IMC programs including the impact of regulatory, social, and economic issues.

Background-The field of integrated marketing communications is highly interdisciplinary vibrant and ever-changing. Consequently, we view the IMC curriculum as an evolving set of learning opportunities that should reflect the most current research, the latest industry innovations and the best practices in the field. While having a thorough understanding of current IMC tools and technologies is inarguably important, students must also be aware of the theories underlying them. In our view, a carefully-balanced blend of academic concepts and practical skills ensures that students are provided with optimal conditions for acquiring expertise in all of the many building blocks of IMC.

Expectation- The students are expected to learn to strategize integrated marketing communication programme of a business organisation and how various tools help in achieving business objectives.

Unit I Understanding Integrated marketing Communication (IMC)-

3 Weeks

Emerging Paradigm of IMC
Meaning and concept
Key features, Objectives and components of IMC
Theoretical Underpinnings and Models of IMC
Benefits and Barriers

Student Presentations- Students will submit written assignments on the emerging paradigm of IMC. They will study the changing Models and do a comparative study.

Unit II - Promotional Elements and Tools -

3 Weeks

Understanding Promotional mix.
IMC tools

- i. Personal selling
- ii. Advertising
- iii. Public Relations
- iv. Direct and Database Marketing
- v. Sales promotion
- vi. Online communication / Interactive marketing

Student Presentations- Students will evaluate the contribution of each element—including advertising, direct marketing, Facebook, Twitter and blogs etc—to maximize communication impact. They will strategically link and leverage all elements in the communication mix across channels. They will understand and apply the Social Media Buyer Behavior Model to create engaging content to reach, impact and engage customers

Unit III - Marketing Communication, Strategic Management and Branding

3 Weeks

The Marketing concept
Segmentation, Targeting and positioning
Strategic Management
Developing Marketing Strategy- SWOT analysis, Strategic planning process
Consumer Behaviour
Branding- An overview

Student Presentation- Students will do case studies of different brands, their SWOT analysis, strategic planning and positioning and Identify new ways to differentiate a brand

Unit IV - IMC Plan and campaigns

3Weeks

Developing IMC Plan / Campaign planning
Situation analysis, Market research and formulating objectives
Campaign creation and Production
Media Planning, selection, budgeting and scheduling
Evaluation, Feedback and Analysis

Student Presentations-Students will create an effective, well-integrated IMC plan, blending offline and online tools to maximize customer value. They will develop an effective content strategy to ensure delivery of coordinated and synergistic messages across all touch points and channels. Make an effective crisis management campaign.

Suggested Readings

- Philip Kotler and Lane Keller, Designing and Managing Integrated Marketing Communication, pg 90-110
- Ramaswami V.S and Namakumari S, Marketing Management, Planning, implementation and control, 3rd edition, Macmillan (pg- 3-26, 107-206, 219-250)
- Fill C, Marketing Communications: Interactivity, Communities and content 5th ed., FT Prentice Hall, 2009 (chapter specific)
- Pickton D & Broderick A, Integrated marketing communications 2ND ED., Pearson, 2009 (chapter specific)
- Egan J., Marketing Communications, Thomson, 2007 (chapter specific)