



**1. Learning Outcomes:**

<b>Learning Outcome Component</b>	<b>Learning Outcome (Learner will be able to)</b>
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> <li>• <i>Demonstrate</i> a comprehensive understanding of marketing communications theories and concepts.</li> <li>• <i>Demonstrate</i> knowledge and understanding of the structure of the communications industry and the complexities involved in promotions management.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>• <i>Perform</i> a detailed situation analysis for a brand, thereby selecting its target market segment and deciding its marketing communication objectives, budget and strategies.</li> <li>• <i>Develop</i> an integrated cross-media strategy with respect to creative strategy, creative tactics, creative execution, Source, media and channel planning; along with appropriate rationale for each of these.</li> <li>• <i>Evaluate</i> and select the methods marketers can use to assess and measure the effectiveness of an IMC campaign.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>• <i>Demonstrate</i> an understanding of how cultural connotations are major influencers of promotional planning.</li> </ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>• <i>Design</i> plans, strategies and messages which respect the values, morals, ethics and sensitivities of the society.</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>• <i>Formulate</i> effective promotional strategies and tactics and communicate their relevance.</li> <li>• <i>Analyze</i> consumers' characteristics to create effective communication.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>• <i>Collaborate</i> effectively with your team members to plan marketing communications in a comprehensive and integrated manner.</li> </ul>

**LO – PO Mapping: Correlation Levels:**

**1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation**

<b>Sub. Code: 4539212</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
LO1: <i>Demonstrate</i> a comprehensive understanding of marketing communication theories and concepts	3	2	1	1	1	-	1	1	3
LO2: <i>Demonstrate</i> knowledge and understanding of the structure of the communications industry and the complexities involved in promotions management.	2	3	2	1	2	-	-	-	2



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LO3: <i>Perform</i> a detailed situation analysis for a brand, thereby selecting its target market segment and deciding its marketing communication objectives, budget and strategies.	2	-	3	1	-	-	-	2	2
LO4: <i>Develop</i> an integrated cross-media strategy with respect to creative strategy, creative tactics, creative execution, Source, media and channel planning; along with appropriate rationale for each of these.	2	2	3	2	-	-	-	1	1
LO5: <i>Evaluate</i> and select the methods marketers can use to assess and measure the effectiveness of an IMC campaign.	2	-	3	-	-	2	-	-	1
LO6: <i>Demonstrate</i> an understanding of how cultural connotations are major influencers of promotional planning.	2	-	-	3	2	-	-	-	-
LO7: <i>Design</i> plans, strategies and messages which respect the values, morals, ethics and sensitivities of the society.	2	-	-	1	-	1	3	1	1
LO8: <i>Formulate</i> effective promotional strategies and tactics and communicate their relevance.	1	-	-	3	-	2	-	2	2
LO9: <i>Analyze</i> consumers' characteristics to create effective communication.	-	-	2	3	-	1	1	1	1
LO10: <i>Collaborate</i> effectively with your team members to plan marketing communications in a comprehensive and integrated manner.	1	-	-	3	-	3	-	1	2



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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><b>An Overview of Integrated Marketing Communications:</b></p> <ul style="list-style-type: none"> <li>• Marketing Communication Objectives, concepts, terms</li> <li>• Promotional Mix Elements               <ul style="list-style-type: none"> <li>▪ The Tools of Marketing Communications (brief characteristics)                   <ul style="list-style-type: none"> <li>• (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)</li> </ul> </li> </ul> </li> <li>• Integration of Marketing Communications</li> <li>• IMC planning process</li> </ul> <p><b>Communications Process:</b></p> <ul style="list-style-type: none"> <li>• Meaning of meaning (semiotics)</li> <li>• Dimensions of meaning</li> <li>• Transfer of meaning</li> <li>• Consumer Processing model (in brief)</li> <li>• Hedonic Experiential model</li> </ul> <p><b>Response hierarchy models:</b></p> <ul style="list-style-type: none"> <li>▪ AIDA, AIETA, FCB Grid, Rossiter– Percy Grid</li> </ul>	10	18
II	<p><b>Objective setting and budgeting for the promotional program:</b></p> <ul style="list-style-type: none"> <li>• Setting Marcom Objectives</li> <li>• Hierarchy of effects model, DAGMAR</li> <li>• Marcom budgeting and methods of budgeting</li> </ul> <p><b>Creating effective advertising:</b></p> <ul style="list-style-type: none"> <li>• Defining creativity</li> <li>• Hierarchy of impressions</li> </ul> <p><b>Overview of advertising management:</b></p> <ul style="list-style-type: none"> <li>• Advertising management program               <ul style="list-style-type: none"> <li>▪ Role of advertising in IMC</li> <li>▪ Selecting an agency                   <ul style="list-style-type: none"> <li>▪ Role of Advertising Agencies and other marketing communication organizations:                       <ul style="list-style-type: none"> <li>▪ Participants in the IMC process</li> </ul> </li> </ul> </li> </ul> </li> </ul>	10	18



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	<ul style="list-style-type: none"> <li>▪ Client's role in organizing for advertising and promotion</li> <li>▪ Advertising agencies (including agency compensation and evaluation)</li> <li>▪ Specialized services</li> <li>▪ Collateral services</li> <li>▪ IMC services</li> <li>▪ Developing an ad campaign management strategy</li> <li>▪ Constructing the creative brief</li> </ul> <p><b>Advertising Design - I:</b></p> <ul style="list-style-type: none"> <li>• Advertising theory <ul style="list-style-type: none"> <li>▪ Hierarchy of effects, means-end chain and laddering, MECCAS, verbal and visual images</li> </ul> </li> <li>• Message strategies <ul style="list-style-type: none"> <li>▪ Message factors (from SMC Factors)</li> <li>▪ Cognitive, affective and conative strategies</li> </ul> </li> <li>• Advertising Appeals</li> <li>• Message execution <ul style="list-style-type: none"> <li>▪ Execution styles</li> <li>▪ Sources and spokespersons <ul style="list-style-type: none"> <li>▪ Types of sources</li> <li>▪ Source factors (from SMC Factors)</li> </ul> </li> </ul> </li> </ul>		
<b>III</b>	<p><b>Advertising Design - II:</b></p> <ul style="list-style-type: none"> <li>• Media Strategy</li> <li>• Media planning</li> <li>• Channel factors (from SMC Factors)</li> <li>• Media terminologies <ul style="list-style-type: none"> <li>▪ Reach, frequency, GRP, TRP, impressions, continuity, recency v/s primacy effect</li> </ul> </li> <li>• Media Selection <ul style="list-style-type: none"> <li>▪ Traditional media channels <ul style="list-style-type: none"> <li>▪ Types, advantages and disadvantages of – <ul style="list-style-type: none"> <li>• Television, radio, OOH, Print</li> </ul> </li> <li>▪ Components of a print ad: Headline, body copy, illustrations and layout</li> <li>▪ Storyboard for T.V. advertising</li> </ul> </li> </ul> </li> </ul> <p><b>Other IMC Tools:</b></p> <ul style="list-style-type: none"> <li>• Personal selling's role in promotion mix and IMC</li> <li>• Sales Promotion <ul style="list-style-type: none"> <li>▪ Trade oriented</li> <li>▪ Consumer oriented</li> </ul> </li> <li>• PR, Publicity, sponsorships</li> </ul>	10	17
<b>IV</b>	<p><b>Digital Media: Online, Mobile and App Advertising: (Only a brief outline)</b></p> <p><b>E-commerce:</b></p>	10	17



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<ul style="list-style-type: none"><li>• Building an e-commerce site, e-commerce incentives, privacy and security issues</li></ul> <p><b>Mobile marketing:</b></p> <ul style="list-style-type: none"><li>• Types of mobile marketing</li></ul> <p><b>Online advertising:</b></p> <ul style="list-style-type: none"><li>• Search Marketing<ul style="list-style-type: none"><li>○ SEO, SEM</li></ul></li><li>▪ Display or Banner Ads</li><li>▪ Rich Media: Pop-Ups, Interstitials, Superstatials, and Video Ads</li><li>▪ Websites and Sponsored Sites</li><li>▪ Blogs and Podcasts</li><li>▪ E-mail Advertising</li><li>▪ Measuring Internet Ad Effectiveness</li></ul> <p><b>Social Media Advertising:</b></p> <ul style="list-style-type: none"><li>▪ Social Media Advantages and Disadvantages</li><li>▪ Social media categories and brands</li><li>▪ Social Networking</li><li>▪ How to Advertise on Social Networks</li><li>▪ Privacy and Other Concerns</li><li>▪ Measurement of Social Media Campaigns</li></ul> <p><b>Direct Marketing:</b></p> <ul style="list-style-type: none"><li>▪ Concept, advantages and disadvantages</li><li>▪ Direct-Response Advertising</li><li>▪ Direct Mail</li><li>▪ Telemarketing (outbound and inbound)</li></ul> <p><b>Other Media:</b></p> <ul style="list-style-type: none"><li>• Brand Placements, Yellow-Pages Advertising, Video-Game Advertising, Cinema Advertising</li></ul> <p><b>Measuring Advertising Effectiveness:</b></p> <ul style="list-style-type: none"><li>• Concept of pre-testing, concurrent testing, post-testing</li><li>• <u>Pre-testing:</u><ul style="list-style-type: none"><li>○ Focus Group, individual interview, ante-room trailer, consumer juries, ethnography, on-air testing</li><li>○ Theater test, portfolio test, dummy advertising vehicles, readability tests</li><li>○ Physiological measures</li></ul></li><li>• <u>Con-current testing:</u><ul style="list-style-type: none"><li>○ Coincidental surveys</li><li>○ Attitude tests</li><li>○ Tracking studies</li></ul></li><li>• <u>Post-testing:</u><ul style="list-style-type: none"><li>○ Recognition – Starch test, Bruzzone test</li><li>○ Recall – Day-After-Recall</li><li>○ Inquiry tests</li></ul></li></ul>		
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	<ul style="list-style-type: none"> <li>○ Sales test</li> <li>○ Comprehensive measures</li> <li>● Measuring overall IMC</li> </ul>		
<b>V</b>	<p><b>Practical:</b></p> <ul style="list-style-type: none"> <li>● Students can create IMC campaigns for real / hypothetical products /services / brands.</li> <li>● Students can analyze and interpret communication materials available in open domain.</li> <li>● Students can identify the promotional eco-system existing in the country, and in their geographical area.</li> </ul>	---	(30 marks CEC)

**4. Pedagogy:**

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

**5. Evaluation:**

Students shall be evaluated on the following components:

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

**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 <sup>th</sup>
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, KeyoorPurani	Advertising and Promotion	McGrawh Hill	9th
5	Niraj Kumar	Integrated Marketing Communication	Himalaya	Latest
6	S. N. Murthy, U. Bhojanna	Advertising: An IMC Perspective	Excel Books	3 <sup>rd</sup>
7	Jonathan Hardy, Iain Mercury, Helen Powell	The Advertising Handbook	Routledge	2014



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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](http://www.pitchonnet.com))
4. [www.campaignindia.in](http://www.campaignindia.in)
5. [www.afaqs.com](http://www.afaqs.com)