

Name of College: S. R. Luthra Institute of Management								
<b>Faculty</b>	Management			<b>Program</b>	Master of Business Administration (M.B.A.)			
<b>Year</b>	II			<b>Version</b>	1.0			
<b>Semester</b>	3			<b>Effective From</b>	June 2024			
<b>Course Code</b>	MGMB13302	<b>Course Name</b>	Integrated Marketing Communications (IMC)					
<b>Teaching Scheme</b>					<b>Examination Scheme</b>			
<b>Credits</b>	<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Practical (P)</b>	<b>ME</b>	<b>CE</b>	<b>SE</b>	<b>V</b>	<b>Total</b>
4	4	0	0	30	40	50	---	120

**Course Outcomes:**

<b>CO1</b>	Understand the components of Integrated Marketing Communications (IMC) Plan.
<b>CO2</b>	Understand the IMC objectives and budgeting methods.
<b>CO3</b>	Evaluate various tools and tactics of marketing communications.
<b>CO4</b>	Develop various tools and tactics of marketing communications.
<b>CO5</b>	Evaluate Source, Message, Channel (SMC) strategies and tactics for the IMC Plan.
<b>CO6</b>	Understand the methods of measuring promotional effectiveness and functioning of advertising agencies.

**Mapping Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	3	1	2	2	1	1
<b>CO2</b>	3	1	1	1	1	1
<b>CO3</b>	3	2	1	1	1	1
<b>CO4</b>	3	3	1	1	1	1
<b>CO5</b>	3	2	1	1	1	1
<b>CO6</b>	3	1	1	1	2	1



Sr. No.	Module	Description	CO	Marks	Hours
1	I	<b>An Overview of IMC:</b>	1, 2	12	10
		• Introduction to IMC			
		• Role and importance of IMC			
		• An overview of IMC planning process			
		• Legal, ethical and social considerations to marketing communication			
		<b>Situation Analysis:</b>			
		• Review of Marketing plan (briefly)			
		• Analysis of promotional program situation (briefly)			
		• Analysis of communication process <ul style="list-style-type: none"> <li>○ Consumer Processing model (in brief)</li> <li>○ Hedonic Experiential model</li> <li>○ Response Hierarchy models (AIDA, AIETA, FCB Grid, Rossiter – Percy Grid)</li> </ul>			
		<b>Setting MARCOM objectives and Budget Determination:</b>			
• Sales vs. Communication related objectives					
• DAGMAR approach					
• Methods of budgeting					
2	II	<b>Develop Integrated Marketing Communications Program - I:</b>	3, 4	16	14
		• Promotional Marketing Mix Elements (Advertising, Sales Promotion, Publicity/PR, Events/ experiences, Personal Selling, Direct Marketing, Interactive/ Internet Marketing) – <i>Overview, characteristics, benefits and limitations</i>			
		• 5 Ms of Advertising			
		• Sales Promotion ( <i>Trade-oriented and Consumer-oriented</i> )			
		• Publicity, PR			
		• Events/ experiences			
• Personal Selling – steps					

		<ul style="list-style-type: none"> <li>• Direct Marketing</li> </ul>			
		<ul style="list-style-type: none"> <li>• Internet and interactive marketing               <ul style="list-style-type: none"> <li>○ E-commerce</li> <li>○ Online advertising</li> <li>○ Social media advertising</li> <li>○ Mobile marketing</li> </ul> </li> </ul>			
		<ul style="list-style-type: none"> <li>• Other Media               <ul style="list-style-type: none"> <li>○ Brand Placements</li> <li>○ Yellow Pages advertising</li> <li>○ Video-Game advertising</li> <li>○ Cinema advertising</li> </ul> </li> </ul>			
3	III	<p><b>Develop Integrated Marketing Communications Program - II:</b></p> <ul style="list-style-type: none"> <li>• Constructing a Creative Brief</li> <li>• Source Factors               <ul style="list-style-type: none"> <li>○ Types of sources with characteristics</li> </ul> </li> <li>• Message factors               <ul style="list-style-type: none"> <li>○ Hierarchy of impressions (brief)</li> <li>○ Means-end chain and laddering (brief)</li> <li>○ Message strategies</li> <li>○ Creative strategies (appeals)</li> <li>○ Creative tactics (execution styles)</li> <li>○ Components of a print ad</li> <li>○ Storyboard</li> </ul> </li> <li>• Channel Factors               <ul style="list-style-type: none"> <li>○ Media Planning</li> <li>○ Channel factors</li> <li>○ Media terminologies (Media, Vehicle, Reach, frequency, GRP, TRP, impressions, Scheduling, CPM, CPRPS)</li> <li>○ Media selection</li> </ul> </li> </ul>	5	14	10
4	IV	<p><b>Measuring Advertising Effectiveness – an Overview:</b></p> <ul style="list-style-type: none"> <li>• Concept of pre-testing, concurrent testing, post-testing</li> </ul>	6	8	6

	<ul style="list-style-type: none"> <li>● Pre-testing: <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>● Con-current testing: <ul style="list-style-type: none"> <li>○ Coincidental surveys</li> <li>○ Attitude tests</li> <li>○ Tracking studies</li> </ul> </li> <li>● Post-testing: <ul style="list-style-type: none"> <li>○ Recognition – Starch test, Bruzzone test</li> <li>○ Recall – Day-After-Recall</li> <li>○ Inquiry tests</li> <li>○ Sales test</li> <li>○ Comprehensive measures</li> </ul> </li> </ul>			
	<b>Managing IMC:</b>			
	<ul style="list-style-type: none"> <li>● Participants in IMC process</li> </ul>			
	<ul style="list-style-type: none"> <li>● Types of advertising agencies</li> </ul>			
	<ul style="list-style-type: none"> <li>● Agency compensation</li> </ul>			

**References:**

<b>Books:</b>	
1.	Belch, G. E., Belch, M. A., & Purani, K. (2021). <i>Advertising and Promotion</i> (12th ed.). Tata Mc Graw Hill. [ISBN 9354600808, 9789354600807]. Published: September 17, 2021.
2.	Clow, K. E., & Baack, D. E. (2022). <i>Integrated Advertising, Promotion, and Marketing Communications</i> (9th ed.). Pearson. Published: March 8, 2021.
3.	Andrews, J. C., & Shimp, T. A. (2018). <i>Advertising, Promotion, and Other Aspects of Integrated Marketing Communications</i> (10th ed.). [ISBN 9789355734587].
4.	Shah, K. (2020). <i>Advertising and Integrated Marketing Communications</i> . McGraw Hill Education.
5.	International Journal of Advertising
6.	Indian Journal of Marketing
7.	Pitch (Magazine – <a href="http://www.pitchonnet.com">www.pitchonnet.com</a> )
8.	<a href="http://www.campaignindia.in">www.campaignindia.in</a>
9.	<a href="http://www.afaqs.com">www.afaqs.com</a>

