

**Bachelor of Management Studies**  
**Syllabus for Integrated Marketing Communication Semester V**

<b>Old Syllabus</b>	<b>Proposed Syllabus</b>
Title of the Paper: <b>Integrated Marketing Communication</b>	Title of the Paper: <b>Integrated Marketing Communication</b>
Subject Code <b>5021</b>	Subject Code

<b>PAPER TITLE</b>	<b>L</b>	<b>Cr</b>	<b>P/T</b>	<b>D (EE)</b>	<b>EE</b>	<b>IE</b>	<b>T</b>
<b>Integrated Marketing Communication</b>	04	04	Tutorials	3:00 hrs	75 Marks	25 Marks	100 Marks

#L=Lectures per week, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, T=Total Marks

Old Syllabus	Proposed Syllabus
<p><b>Objectives:</b> This paper will enable the student to understand the dynamics of communication required from marketing point of view.</p> <p><b>Outcomes:</b></p>	<p><b>Objectives:</b> To introduce students to the principle and basic concept of marketing communication process.</p> <p>To provide an understanding of integrated marketing communications (IMC) and its influences on other marketing functions and other promotional activities.</p> <p>To enhance knowledge of emerging trends in integrated marketing communication.</p> <p><b>Learning Outcomes:</b> Student will be able to:</p> <p>Define and apply knowledge of various aspects related to marketing communications strategy and tactics.</p> <p>Ability to create an integrated marketing communications plan which includes promotional strategies.</p> <p>Explain the role of IMC in the overall marketing &amp; use effectiveness measures to evaluate IMC strategies.</p> <p>.</p>

Old Syllabus		Proposed Syllabus							
Unit1	Topic and Details Old Syllabus	Mod ule	Module Specific Objectives	Content	Weighta ge	Instruct ion Time	Credi ts	Evaluation	
								IE Weighta ge	EE Weigh tage
I	Concept and Process of Integrated Marketing Communications (IMC): Elements of IMC- <ul style="list-style-type: none"> <li>Advertising – Classification of advertising, types, advertising appropriation, advertising campaigns</li> <li>Sales Promotion- Different types of Sales Promotion, relationship between Sales promotion and advertising</li> </ul>		<ul style="list-style-type: none"> <li>Students will be able to understand the various IMC elements and the difference between them</li> </ul>	Concept and Process of Integrated Marketing Communications (IMC): Elements of IMC- <ul style="list-style-type: none"> <li>Advertising – Classification of advertising, types, advertising appropriation, advertising campaigns</li> <li>Sales Promotion- Different types of Sales Promotion, relationship between Sales promotion and advertising</li> <li>Publicity – Types of Publicity, relationship between advertising and publicity</li> <li>Personal Selling</li> </ul>	35	25	1	12	35

	<ul style="list-style-type: none"> <li>Publicity – Types of Publicity, relationship between advertising and publicity</li> </ul>			<ul style="list-style-type: none"> <li><b>AIDA</b></li> </ul>					
II	Personal Selling  Elements of IMC- <ul style="list-style-type: none"> <li>Direct marketing and direct response methods</li> <li>Event Management</li> <li>E-Commerce</li> <li>Corporate Communication</li> </ul> Overview of Digital Marketing.		<ul style="list-style-type: none"> <li>Students will get an overview of digital marketing, e commerce and corporate communication</li> </ul>	Elements of IMC- <ul style="list-style-type: none"> <li>Direct marketing and direct response methods</li> <li>Event Management</li> <li>E-Commerce</li> <li>Corporate Communication</li> </ul> Overview of Digital Marketing.	25	15	1	05	15
III	Media Management – Media Process – Media Jargons – Media Buying- Strategies and execution.		<ul style="list-style-type: none"> <li>Students will be able to understand the jargons used in media</li> </ul>	Media Management – Media Process – Media Jargons – Media Buying- Scheduling, Strategies and execution	25	15	1	05	15

			<ul style="list-style-type: none"> <li>The media buying strategies</li> </ul>						
IV	<p>Regulations and Ethical Concerns, Ethics and social responsibility in IMC campaigns</p> <p>Exercise</p> <p>a) Formulate any social responsibility campaigns like save water/say no to the drugs/AIDS/Polio/Save energy/No smoking etc.</p>		<ul style="list-style-type: none"> <li>Students will be able to formulate campaigns</li> </ul>	<p>Regulations and Ethical Concerns, Ethics and social responsibility in IMC campaigns</p> <p>Exercise</p> <p>a) Formulate any social responsibility campaigns like save water/say no to the drugs/AIDS/Polio/Save energy/No smoking etc.</p> <p>Case Study on TRP Scam</p>	15	05	1	03	10

### Evaluation Scheme:

#### A. Internal Exams: Total Marks: 25

Written Test  
Case Study  
VIVA VOCE

Assignment  
Quiz

**B. External Exams: Total Marks: 75**

Q.1 is compulsory. 6 out of the remaining to be attempted by the students.

Q.1 Concepts and Definitions 15 Marks

Q.2 Short Notes 10 Marks

Q.3 to Q.8 Long Questions 10 Marks

**References:**

**A. Essential Reading:**

1) Belch & Belch 12<sup>th</sup> edition (2020) Advertising and Promotions, Tata McGraw Hill

2) S.A. Chunawalla & K.C. Sethia 2011 Foundations of Advertising Theory & Practice, Himalaya Publishing House

**B. Additional Reading:**

- 1) Kenneth E. Clow, Donald E. Bach, Integrated Advertising, 6<sup>th</sup> edition 2014, Promotion and Marketing Communications, Pearson