



Course Syllabus  
Gyanmanjari Institute of Management Studies  
Semester-3 (MBA)

**Subject:** Integrated Marketing Communication- MBAMM13509

**Type of course:** Major (Core)

**Prerequisite:**

Foundational knowledge in marketing principles and business management.

**Rationale:**

To acquaint the students with concepts and techniques in the application for developing and designing an effective advertising and promotional programme.

**Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P		C	Theory Marks		Practical Marks		
			ESE		MSE	V	P	ALA	
04	00	00	04	60	30	10	00	50	150

*Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; ESE – End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA-Active Learning Activities.*



**Course Content:**

Sr. No	Course content	Hrs.	% Weightage
1	<p><b>Introduction to IMC</b></p> <ul style="list-style-type: none"> <li>Objectives for IMC programme</li> <li>IMC planning process.</li> <li>Definition, objectives, functions and classification of advertising.</li> </ul> <p><b>Advertising Agency</b></p> <ul style="list-style-type: none"> <li>Functions of modern agency</li> <li>Functions of the advertising department and advertising manager</li> <li>Client – Agency Relationship (CAR) and its need</li> <li>Selection of agency.</li> <li>Integrating traditional and digital marketing.</li> </ul>	15	25
2	<p><b>Communication Process</b></p> <ul style="list-style-type: none"> <li>Advertising versus other forms of mass communication</li> <li>Planning the communication program</li> <li>Communication mix and its Importance</li> </ul> <p><b>Building of IMC program</b></p> <ul style="list-style-type: none"> <li>Creative Strategy, message, advertising appeals, AIDA concept creation.</li> </ul> <p><b>Production in Advertising</b></p> <ul style="list-style-type: none"> <li>TV commercials, radio jingles, print ads and its Importance</li> </ul> <p><b>Creative content</b></p> <ul style="list-style-type: none"> <li>Web &amp; social media, apps, blogs and its Importance</li> </ul>	15	25



3	<p><b>General and special characteristics of broadcast print and support media</b></p> <ul style="list-style-type: none"> <li>• Media planning and its Significance</li> <li>• Selection and evaluation of Media</li> </ul> <p><b>Online-Advertising &amp; Internet</b></p> <ul style="list-style-type: none"> <li>• Digital &amp; social media and its Significance</li> <li>• Other interactive media</li> <li>• Media planning in digital age</li> <li>• Direct marketing, Personal selling, Public relations, Co-marketing, Sponsorship and its Significance</li> </ul> <p><b>Advertising Budget</b></p> <ul style="list-style-type: none"> <li>• Approach and procedures for determining the size of the budget</li> <li>• Character of items to be charged to advertising Administration</li> <li>• Controlling of budget.</li> </ul>	15	25
4	<p><b>Measuring advertising effectiveness</b></p> <ul style="list-style-type: none"> <li>• The rationale of testing- pretesting</li> <li>• Concurrent testing &amp; post testing</li> <li>• Opinion recognition and recall</li> <li>• Inquiries and sales measures</li> <li>• Measurement of print media</li> </ul> <p><b>Marketing productivity Metrics</b></p> <ul style="list-style-type: none"> <li>• PAR &amp; BAR</li> </ul> <p><b>Regulations &amp; Ethics</b></p> <ul style="list-style-type: none"> <li>• Regulation of Advertising - Self Regulation by advertising Media (ASCI)</li> <li>• Ethics &amp; Social Responsibility in Advertising</li> </ul>	15	25

**Continuous Assessment:**

Sr. No	Active Learning Activities	Marks
1	<p><b>Campaign Analysis:</b> Students will select a company of their choice and identify the various channels used (e.g. social media, email, traditional advertising) and evaluate how effectively these channels were integrated to convey a consistent message and upload the PDF report on GMIU web Portal.</p>	10
2	<p><b>Creating an Integrated Marketing Plan:</b> Students will select a product or service of their choice and develop an integrated marketing communication plan for promoting the chosen product. The plan should include strategies for each communication channel and upload their report PDF on GMIU Web Portal.</p>	10



3	<b>Social Media Campaign Simulation:</b> Students will develop a social media campaign for a hypothetical product or service of their choice. They should create content for different platforms and upload the PDF on GMIU Web Portal.	10
4	<b>Marketing Audit:</b> Students will conduct a marketing audit for a company of their choice. They have to assess the company's current marketing efforts across different channels and provide recommendations for improving integration and effectiveness and upload their PDF on GMIU Web Portal	10
5	<b>Case Study Analysis:</b> Students will be provided a case study of integrated marketing campaigns. Students have to analyze the case and upload the solution on GMIU Web Portal.	10
Total		50

**Suggested Specification table with Marks (Theory):60**

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	40%	40%	15%	5%	-	-

Note: This specification table shall be treated as a general guideline for students and teachers.

The actual distribution of marks in the question paper may vary slightly from above table.

**Course Outcome:**

After learning the course, the students should be able to:	
CO1	Demonstrate their understanding of how the communication component plays a vital role in the conceptualization, development of an IMC plan using all media mix.
CO2	Exhibit the knowledge of development of media driven IMC plans which is effective, budget inclusive and ethical.





CO3	Acquire an understanding of media evaluation for selection such as print, broadcast, intent, interactive, support media as IMC mix.
CO4	Address the ability to describe and evaluate marketing campaigns critically. .

### **Instructional Method:**

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

### **Reference Books:**

- [1] Kazmi & Batra, - Advertising and Sales Promotion, Excel Books
- [2] Batra, Myers & Aaker, - Advertising Management, Pearson education/PHI
- [3] Clow & Baack, Integrated advertising, Promotion, Marketing communication and IMC plan,
- [4] Wells, Burnett, Moriarty, Advertising: Principles and practice, Pearson
- [5] Parag Diwan, Advertising Management, Deep & Deep Publications.

