



**Gyanmanjari**  
Innovative University

Course Syllabus  
Gyanmanjari Institute of Commerce  
Semester-4 (B.COM)

**Subject:** Integrated Marketing Communications BCOMM14314

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

**Prerequisite:** Basic knowledge of Marketing management and Business Communication is required Understanding of consumer Behavior.

**Rationale:** Business to effectively communicate with their target audients and build strong identity students can learn how to be develops and implement successful marketing strategic that drive business results.

**Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P		C	SEE	CCE	
			MSE			ALA	
4	0	0	4	100	30	70	200

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE – Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits \* 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted into 50 Marks

CCE 100 Marks will be converted into 50 Marks

It is compulsory to pass in each individual component



**Course Content:**

Sr. No	Course content	Hrs.	% Weightage
1	<b>Overview of Marketing</b> <ul style="list-style-type: none"> <li>• Meaning of Marketing</li> <li>• Key Aspects of Marketing</li> <li>• Framework for Marketing</li> <li>• Marketing Mix</li> <li>• Marketing Functions</li> <li>• Goals of Marketing</li> </ul>	15	25
2	<b>Marketing Philosophy</b> <ul style="list-style-type: none"> <li>• Five Key Elements of Marketing Philosophy</li> <li>• Types of Marketing</li> <li>• Digital Marketing</li> <li>• Content Marketing</li> <li>• Social Media Marketing</li> <li>• Influencer Marketing</li> <li>• Relationship Marketing</li> <li>• Direct Marketing</li> <li>• Guerrilla Marketing</li> <li>• Traditional Marketing</li> <li>• Events Marketing</li> </ul>	15	25
3	<b>Integrated Marketing Communication Campaigns</b> <ul style="list-style-type: none"> <li>• Characteristics of Integrated Marketing</li> <li>• Communication Campaigns</li> <li>• Steps in Planning Integrated Marketing</li> <li>• Communication Campaigns</li> </ul>	15	25
4	<b>Understanding Integrated Marketing Communication</b> <ul style="list-style-type: none"> <li>• Meaning of integrated Marketing Communication</li> <li>• Features of Integrated Marketing Communication</li> <li>• Functions of Integrated Marketing Communication</li> <li>• Points to note when planning Integrated Marketing <ul style="list-style-type: none"> <li>○ Communication</li> </ul> </li> </ul>	15	25



**Continuous Assessment:**

Sr. No	Active Learning Activities	Marks
1	<b>Case Study Analysis</b> Faculty will Provide case study of a successful or failed IMC campaign, student will create comparison chart and analyses report the report will Upload on GMIU Web Portal	10
2	<b>Peer Feedback Sessions</b> Faculty will Organize peer review sessions where students present their IMC strategies and receive constructive feedback from classmates and Strategy presentation will upload GMIU web portal	10
3	<b>Social Media Campaign Analysis</b> Faculty will Assign students to analyze a current social media campaign, discussing its effectiveness, audience engagement, and integration with other marketing channels and reports of the camping analyses upload GMIU web portal	10
4	<b>Data Interpretation Exercise</b> Provided student with sample marketing research data sate and ask them to interpret the result, identified patterns. Reports of patterns will be up lord in GMIU portal	10
5	<b>IMC Budget Planning and Resource Allocation</b> Faculty will provide examples and templates for budget planning, explaining how to allocate resources effectively based on campaign goals. Students will develop a detailed budget plan for an IMC campaign ,pian will be upload on GMIU portal report on GMIU portal	10
6	Student choice activity Students select one topic and group discussion for their topic and generate and Summary of the disc cushion will be upload GMIU web portal	10
7	<b>Attendance</b>	10
Total		70



**Suggested Specification table with Marks (Theory):100**

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	40%	30%	20%	10%	-	-

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 the above table.

**Course Outcome:**

After learning the course, the students should be able to:	
CO1	Identify marketing mix element, and apply marketing principal in real world business scenarios.
CO2	Apply various Marketing Philosophies, including Production, sales
CO3	Design, develop and evaluate integrated marketing communication campaign.
CO4	Explain the concept, importance and role of Integrated Marketing Communication and its functions and features

**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

**Reference Books:**

[1]On trend : the business of forecasting the future by Devon Powers Publishre  
Stockholm,Sweden

[2] Integrated Marketing Communications by kirti dutta

[3]Principal Integrated Marketing Communications, by Lawrence Ang January 2014

