



**Gyanmanjari**  
Innovative University

Course Syllabus  
Gyanmanjari Institute of Management Studies  
Semester-7 (BBA)

**Subject:** Integrated Marketing Communication - BBAMM17402

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

**Prerequisite:**

Students should have basic knowledge of marketing principles, communication strategies, consumer behavior, digital platforms, and the business environment relevant to Integrated Marketing Communication.

**Rationale:**

This course aims to provide students with a comprehensive understanding of Integrated Marketing Communication (IMC) concepts and practices. It helps them develop skills to design and implement effective communication strategies across various media channels. The course also focuses on brand positioning, consumer engagement, and message consistency. Additionally, it prepares students to adapt to the dynamic and competitive marketing communication environment.

**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 in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



**Course Content:**

Sr. No	Course content	Hrs.	% Weightage
1	<b>Introduction to Integrated Marketing Communication</b> <ul style="list-style-type: none"> <li>• Meaning and Concept of IMC</li> <li>• Importance of IMC in Modern Marketing</li> <li>• Components of IMC (Advertising, PR, Sales Promotion, Personal Selling, Digital Media)</li> <li>• IMC Planning Process</li> <li>• Role of IMC in Brand Building</li> </ul>	15	25
2	<b>Developing Effective Communication</b> <ul style="list-style-type: none"> <li>• Identifying Target Audience</li> <li>• Communication Objectives (AIDA Model)</li> <li>• Message Design and Appeal (Emotional &amp; Rational)</li> <li>• Communication Channels (Traditional &amp; Digital)</li> <li>• Media Planning and Budgeting</li> <li>• Measuring Communication Effectiveness</li> </ul>	15	25
3	<b>Managing Mass Communication: Advertising &amp; Sales Promotion</b> <ul style="list-style-type: none"> <li>• Meaning and Objectives of Advertising</li> <li>• Types of Advertising</li> <li>• Advertising Media and Budget Decisions</li> <li>• Sales Promotion: Meaning and Objectives</li> <li>• Tools of Sales Promotion (Discounts, Coupons, Offers)</li> <li>• Consumer and Trade Promotion</li> </ul>	15	25
4	<b>Managing Communication: Events, Public Relations &amp; Personal Selling</b> <ul style="list-style-type: none"> <li>• Event Marketing and Sponsorships</li> <li>• Public Relations: Meaning and Tools</li> <li>• Corporate Communication and Brand Image</li> <li>• Personal Selling Process</li> <li>• Role of Sales Force in IMC</li> <li>• Integration of IMC Tools</li> </ul>	15	25

**Continuous Assessment:**

Sr. No	Active Learning Activities	Marks
1	<b>IMC Planning Process Report</b> Students will choose a product and explain the IMC planning process including target audience, communication objectives, message design, and media selection. Prepare a structured report. Upload the file on GMIU Web Portal.	10
2	<b>Brand Communication Audit</b> Students will analyze how a brand communicates across different platforms and evaluate consistency in its messaging. They will prepare a summarized report in PDF format. Upload the file on GMIU Web Portal.	10
3	<b>Media Planning Exercise</b> Students will design a media plan including media selection and budgeting. They will observe advertisements across different media platforms and prepare a summarized report in PDF format. Upload the file on GMIU Web Portal.	10
4	<b>Digital vs Traditional Channels Comparison</b> Students will compare digital and traditional communication channels for a selected product. Highlight advantages and limitations in a brief report. Upload the file on GMIU Web Portal.	10
5	<b>Advertisement Creation Task</b> Students will create an advertisement (poster, slogan, or social media content) using emotional or rational appeal. Present the creative work in class with a short explanation. Upload the file on GMIU Web Portal.	10
6	<b>Public Relations Case Study</b> Students will study a real-life PR case (brand reputation or crisis management) and analyze how the company handled communication. They will prepare a summarized case report in PDF format. Upload the file on 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	30%	30%	10%	20%	10%	0%

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	Understand the concepts, importance, and key components of Integrated Marketing Communication (IMC) and its role in modern marketing and brand building.
CO2	Analyze the process of developing effective marketing communication, including target audience identification, communication objectives, message design, and media planning.
CO3	Evaluate the role of advertising and sales promotion, including types, tools, media decisions, and their effectiveness in reaching and influencing consumers.
CO4	Interpret the significance of public relations, event marketing, and personal selling, and their integration within IMC to enhance corporate communication and brand image.

**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. 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] Varshney, R. L., & Gupta, S. L. (n.d.). Marketing management: Text and cases – An Indian perspective.
- [2] Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (n.d.). Marketing management: A South Asian perspective.
- [3] Lesly, P. (Ed.). (1991). Lesly's handbook of public relations and communications. AMACOM.
- [4] Ouwersloot, H., & Duncan, T. (2008). Integrated marketing communications. McGraw-Hill.
- [5] Shimp, T. A., & Andrews, J. C. (2018). Advertising, promotion, and other aspects of integrated marketing communications (10th ed.).

