



<b>Program</b>	Master of Business Administration (MBA)	<b>Semester - 3</b>
<b>Type of Course</b>	Major	
<b>Prerequisite</b>		
<b>Rationale</b>	-	
<b>Effective From A.Y.</b>	2024-25	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab	Credit	Theory Marks		Practical Marks		Total Marks
				T	T	P	P	
4	-	-	4	50	30	-	-	150

*SEE - Semester End Examination, T - Internal Theory, P - Internal Practical*

Course Content		T - Teaching Hours   W - Weightage	
Sr.	Topics	T	W
1	<b>Module I</b> An Overview of Integrated Marketing Communications: <ul style="list-style-type: none"> <li>Marketing Communication Objectives, concepts, terms</li> <li>Promotional Mix Elements</li> <li>The Tools of Marketing Communications (brief characteristics)</li> <li>Integration of Marketing Communications</li> <li>IMC planning process</li> <li>Response hierarchy models: AIDA, AIETA, FCB Grid</li> </ul>	15	25
2	<b>Module II</b> Budgeting & Advertising: <ul style="list-style-type: none"> <li>Setting Marcom Objectives</li> <li>Hierarchy of effects model, DAGMAR</li> <li>Marcom budgeting and methods of budgeting</li> <li>Creating effective advertising: Defining creativity &amp; Hierarchy of impressions</li> </ul> Overview of advertising management: <ul style="list-style-type: none"> <li>Decisions Required for an Effective Communications Campaign</li> <li>Building Customer Based Brand Equity</li> <li>Brand Loyalty</li> <li>How to Run a Successful Marketing Communications Campaign?</li> <li>How to Choose a Marketing Communications Agency?</li> <li>Structure of an Advertising Agency</li> <li>What are the Main Skills Required to Work in an Advertising Agency?</li> <li>Mastering Brand Management</li> </ul>	15	25
3	<b>Module III</b> Advertising Management & Design: <ul style="list-style-type: none"> <li>Theoretical Approaches to Advertising Design</li> <li>Message Strategies I - Cognitive</li> <li>Message Strategies II – Affective &amp; Conative</li> <li>Advertising Appeals I – Emotional, Fear, Humor</li> <li>Advertising Appeals II – Rationality, Sex, Scarcity</li> <li>Executorial Frameworks I - Animation, Slice of Life, Dramatization, Informative</li> <li>Executorial Frameworks II – Testimonial, Authoritative, Demonstration, Fantasy</li> <li>Spokesperson Selection</li> <li>How Should a Creative Brief Be? What are the Main Steps of the Creative Process? FCB Point of View &amp; McCann Point of View</li> </ul>	15	25



Course Content		T - Teaching Hours   W - Weightage	
Sr.	Topics	T	W
4	<b>Module IV</b> Marketing Communication Mix: <ul style="list-style-type: none"> <li>• Sales Promotions</li> <li>• Public Relations, Sponsorships &amp; Cause Related Marketing</li> <li>• Alternative Marketing</li> <li>• Crisis Management</li> <li>• Digital Marketing &amp; Social Media</li> <li>• What are the Latest Trends in Digital Marketing?</li> <li>• Search Engine Optimization &amp; Content Marketing</li> <li>• Evaluation of an Integrated Marketing Communications Campaign</li> <li>• Ethical Implications in the field of advertising &amp; Privacy concerns</li> </ul>	15	25
<b>Total</b>		<b>60</b>	<b>100</b>

**Suggested Distribution Of Theory Marks Using Bloom's Taxonomy**

Level	Remembrance	Understanding	Application	Create
<b>Weightage</b>	25	25	25	25

*NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.*

**Course Outcomes**

**At the end of this course, students will be able to:**

CO1	Define what Integrated Marketing Communications (IMC) is and learn how the marketing process works.
CO2	Learn the theories on how advertising works and how consumers make decisions.
CO3	Develop an integrated strategies and learn about message strategies, advertising appeals and executional frameworks.
CO4	Know the elements, latest trends and tools used for a marketing communications mix & ethical implications of advertising

**CO PO Mapping**

CO	CO - 1	CO - 2	CO - 3	CO - 4
PO - 1	3	2	3	2
PO - 2	2	3	3	2
PO - 3	1	1	2	1
PO - 4	1	2	2	3
PO - 5	0	0	2	1

**Reference Books**

1.	<b>Integrated Advertising, Promotion and Marketing Communications (TextBook)</b> By Kenneth E. Clow, Donald E. Baack   Pearson Publication   Latest Edition
2.	<b>Advertising Promotion and Other Aspects of Integrated Marketing Communications</b> By Terence A. Shimp, J. Craig Andrews   Cengage Publication   Latest Edition
3.	<b>Advertising and Integrated Marketing Communications</b> By Kruti Shah   Tata McGraw Hill Publication   Latest Edition

