

BACHELOR IN MULTI MEDIA AND MASS COMMUNICATION (HONOURS)

6th SEMESTER

DISCIPLINE SPECIFIC COURSE-14 (CORE – 14)

MCH620C2: INTEGRATED MARKET COMMUNICATIONS

CREDITS: THEORY: 4; PRACTICAL: 2
MAXIMUM MARKS: THEORY: 60; PRACTICAL: 30
MINIMUM MARKS: THEORY: 24; PRACTICAL: 12

Objectives/Expected Learning Objectives:

- *Students are introduced to various strategies and tools used in marketing communication.*

THEORY (4 CREDITS: 60 HOURS)

Unit I Understanding Integrated marketing Communication (15 HOURS)

- Meaning and concept
- Theoretical underpinnings and models of IMC
- Benefits and Barriers

Unit II - Promotional Elements and Tools (15 HOURS)

- Understanding Promotional Mix, IMC tools
- Personal selling
- Advertising
- Public Relations
- Direct and Database Marketing
- Sales promotion
- Online communication / Interactive marketing

Unit III - Marketing Communication (15 HOURS)

- Marketing concept
- Segmentation, Targeting and Positioning
- Developing Marketing Strategy- SWOT analysis, Strategic planning process
- Consumer Behaviour

Unit IV - IMC Plan and Campaigns (15 HOURS)

- Developing IMC Plan / Campaign planning
- Situation analysis, Market research and formulating objectives
- Campaign creation and Production

PRACTICALS (2 CREDITS: 60 HOURS) MAXIMUM MARKS: 30 MINIMUM MARKS 12

Practicals: Based on Theory Course

SUGGESTED READINGS:

- ✓ Kotler, Philip and Keller, Lane, Designing and Managing Integrated Marketing Communication.
- ✓ Egan J., Marketing Communications, Thomson, 2007.
- ✓ Fill C, Marketing Communications: Interactivity, Communities and content 5th ed., FT Prentice Hall, 2009.
- ✓ Pickton D & Broderick A, Integrated marketing communications 2ND ED., Pearsons, 2009.
- ✓ Ramaswami V.S and Namakumari S, Marketing Management, Planning, implementation and control, 3rd edition, Macmillan.