

## **OPEN ELECTIVES (MARKETING)**

### **PAPER 1: INTEGRATED MARKETING COMMUNICATIONS**

**No. Of Credits-4**

**Maximum Marks: 100**

Objective: To familiarize the students with the different elements of integrated marketing communications, so that they can look at marketing communications with a holistic approach. The course is designed to enable the students to learn the basics of marketing communications.

**Module 1** - Integrated Marketing Communication (IMC): Marketing Communication, Objectives of Marketing Communication, Factors contributing to IMC, Participants in IMC, IMC Promotion Mix, IMC Management & Planning Model, Challenges in IMC

**Module 2**- Advertising Management: Meaning, Nature and Scope of Advertising, Advertising – Classification of advertising, advertising campaigns Process of Advertising, Advertising Agencies – their role, functions, organisation, Remuneration, client agency relationship

**Module 3**- Message Design-The Creative concept development; the creative processes of the different forms of IMC; AIDA model Considerations for creative idea Visualization. Creative planning, creative strategy development

**Module 4**- Media Management - Media Types and their characteristics; Setting Media objectives; Considering key media concepts; Media planning; Media Strategy; Media buying; Cross media concept; and media research.

**Module 5** - Emerging Concepts and Issues in Marketing Communications Sponsorship:, Corporate Communication, Public Relations – Types of PR, Publicity – Types of Publicity, Personal Selling, Direct marketing and direct response methods, Event Management

#### **References**

1. Siraj M Joseph & Rahtz Don R : Integrated Marketing Communication – A Strategic Approach, Cengage Learning
2. Kenneth Clow & Donald Baack : Integrated Advertising, Promotion, and Marketing Communications, Pearson Education, Limited
3. Borden & Marshall : Advertising Management; MV Taraporevala Sons' Co Pvt. Ltd, Richard D Irwin Inc. Homewood, Illinois.
4. Chunawala & Sethia : Foundations of Advertising Theory & Practice; Himalaya Publishing House
5. Copley Paul : Marketing Communications Management Concepts & theories, Cases and Practices; Butterworth- Heinemann Publication





