

**SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE
(AUTONOMOUS)**



BOARD OF STUDIES: COMMERCE & MANAGEMENT

PROGRAMME: B.COM (MANAGEMENT STUDIES)

SEMESTER: IV

**NOMENCLATURE OF THE COURSE: INTEGRATED MARKETING
COMMUNICATION**

NEP Vertical: MAJOR

Credit: 4

(As Per Choice Based Credit System (under NEP 2020) with effect from the Academic Year 2025-26)



Program: Bachelor of Commerce (Management Studies)		Semester : IV			
Course : INTEGRATED MARKETING COMMUNICATION (MAJOR) Academic Year: 2025-2026 Batch: 2024-2026		Code:			
Teaching Scheme	Evaluation Scheme				
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	NA	NA	4	40 marks/40% of the total marks	60 marks/60% of the total marks

Learning Objectives :	<ul style="list-style-type: none"> i. To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program. ii. To ensure an understanding of the various tools of IMC and the importance of coordinating them for an effective marketing communication program. iii. To enable the students to Measure and assess the effectiveness of the IMC Campaign.
Learning Outcomes :	<ul style="list-style-type: none"> i. Learner will be able to explain the concepts of various tools of integrated marketing communication. ii. Learner will be able to understand the various advertising and sales promotions strategies in IMC. iii. Learner will demonstrate comprehensive understanding of direct marketing, public relations and personal selling. iv. Learner will gain insight into the current trends and ethical perspective in IMC.
Pedagogy:	Classroom Lectures, Interactive discussions, Case studies, Business Simulations, Group Projects

Each lecture session would be of one hour duration (60 sessions).

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration/ Lectures
1	<p>Introduction to Integrated Marketing Communication</p> <p>Meaning, features of IMC, evolution of IMC, reasons for growth of IMC. Promotional tools for IMC, IMC planning process, Role of IMC in marketing.</p> <p>Communication process, traditional and alternative response hierarchy. • Establishing objectives and budgeting: determining promotional objectives, sales vs. communication objectives, DAGMAR, problems in setting objectives, setting objectives for the IMC Program.</p> <p>One voice communication V/s IMC</p>	Classroom Lectures, Case Study	15 Lectures
2	<p>Elements of IMC – I & II</p> <p>Advertising – Features, role of advertising in IMC, types of advertising, types of media used for advertising. • Sales promotion – Scope, role of sales promotion as IMC tool</p> <p>Direct Marketing - Role of direct marketing in IMC, components for direct marketing, tools of direct marketing ;</p> <p>Public Relations and Publicity – Introduction, role of PR in IMC, types of PR, tools of PR , managing PR, publicity, sponsorship – definition, event sponsorship, cause sponsorship.</p> <p>Personal Selling – Features, role of personal selling in IMC, importance of personal selling.</p>	Classroom Lectures, Business Simulation, Case Study	15 Lectures
3	<p>Planning for Marketing Communication (MarCom):</p> <p>Creative strategies in advertising, sales promotion, publicity, event sponsorships etc. Creative strategy in implementation and evaluation of MarCom- Types of appeals and execution styles.</p> <p>Measuring the effectiveness of all Promotional tools and IMC.</p>	Classroom Lectures, Videos & Group Project	15 Lectures
4	<p>IMC Code of Conduct</p> <p>Evaluating an Integrated Marketing program – Evaluation process of IMC – message evaluations, advertising tracking</p>	Classroom Lectures, Business	15 Lectures

<p>research – copy testing – emotional reaction test, cognitive neuroscience – online evaluation, behavioural evaluation –</p> <p>IMC Code of Conduct –</p> <p>Stereotyping, targeting vulnerable customers, offensive brand messages – legal issues – commercial free speech, misleading claims, puffery, fraud, questionable B2B practices</p> <p>Current Trends in IMC – Digital Media, Evolution of Technology, Convergence of Digital Media, E-Commerce and Digital Media, Advertising on Digital Media, Social Media, Mobile Advertising, E-PR</p>	Simulation, Case Study	
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REFERENCE BOOKS

- i. Belch, G. E., & Belch, M. A. (2018). *Advertising and promotion: An integrated marketing communications perspective*. mcgraw-hill.
- ii. Clow, K. E. (2013). *Integrated advertising, promotion and marketing communications, 4/e*. Pearson Education India.
- iii. Adetunji, R. R., Nordin, S. M., & Noor, S. M. (2014). The implementation of integrated marketing communication (IMC) principles in branding and advertising: a conceptual exploration. *New Media and Mass Communication, 21(2)*, 23-28.
- iv. Moriarty, S. E., Mitchell, N. D., & Wells, W. D. (2012). *Advertising & IMC*. Pearson Education.
- v. Shimp, T. A., Western, S., Learning, C., Mittal, M. A., & Reader, D. I. A. S. (2007). *Advertising and promotion: An IMC Approach. Cengage Learning*.
- vi. Kitchen, P. J., & Burgmann, I. (2010). *Integrated marketing communication. Wiley international encyclopedia of marketing*.
- vii. Gopalakrishnan, P. S. (Ed.). (2008). *Integrated Marketing Communication: Concepts and Cases*. ICFAI University Press.

Internal Continuous Assessment (ICA) Pattern

Particulars	Marks
Class Test	20
Presentation/Viva Voce	10
Assignment/Project	10
Total	40

Semester End Examinations (SEE)

Question Paper Patter

Maximum Marks: 60

Duration: 2 Hours

All questions are compulsory.

Question No.	Description	Total Marks
1	A. Full length Theory question OR	15
	B. Full length Theory question	
2	A. Full length Theory question OR	15
	B. Full length Theory question	
3	A. Full length Theory question OR	15
	B. Full length Theory question	
4	A. Full length Theory question	15
	B. Full length Theory question	
	Note: The Full length theory question of 15 marks each may be split up into two smaller questions carrying 8 marks and 7 marks respectively or 3 smaller questions of 5 marks each.	