



# SYMBIOSIS COLLEGE OF ARTS & COMMERCE

An Autonomous College | Under Savitribai Phule Pune University

Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

<b>COURSE TITLE</b>	<b>Integrated Marketing Communications</b>
<b>Paper Number (In case of Specialization)</b>	<b>VII</b>

## Course Learning Outcomes:

### On successful completion of the module students will be able to:

1. The student will be able to understand how the communications process fits into and works with consumer behavior with emphasis on the consumer decision making process.
2. Develop an awareness of the connection between marketing communications tools, and how each can be used effectively in an integrated communication mix.
3. The student will be able to identify advertising decision areas and apply marketing communications functions such as advertising, direct marketing, the Internet, interactive media, and sales promotion.
4. Apply basic advertising theories and principles to practice.
5. Students will be able to investigate globalization, adaptation, and real-time communication issues together with new forms of segmentation and an entire new paradigm of understanding consumer in this rapidly changing digital environment.

<b>Gist of this course in maximum 3 to 4 lines</b>	The objective of the course is to help students understand the principles and practices of marketing communications. The course focuses on analyzing and designing tools used by marketers and to provide a managerial framework for integrated marketing communications planning. To determine the role of the Advertising, Sales Promotion, Publicity, and Public Relations in the development of strategic/ tactical marketing plans so as to understand how the marketing communication process influences consumer decision making.
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## Detailed syllabus

Unit	CONTENTS OF THE CURSE	No. of Lectures
<b>1.</b>	<p><b><u>Title of the topic :Fundamentals of Integrated Marketing Communications</u></b></p> <p><b>1.1</b> Meaning and role of Integrated Marketing Communications in marketing process.</p> <p><b>1.2</b> Understanding Communication process:</p> <ul style="list-style-type: none"> <li>• Source, message and channel factors.</li> <li>• Communication response hierarchy: AIDA Model, Hierarchy of effective effect model, Innovation adoption model, information processing model, The standard learning Hierarchy, Attribution</li> </ul>	<b>12</b>

	Hierarchy and Low involvement hierarchy consumer involvement-The Elaboration Likelihood model (ELM), The Foote, Cone and Belding Model (FCB).	
2.	<p><b><u>Title of the topic : Advertising Management</u></b></p> <p>2. Evolution of Advertising, Role of Advertising in 21<sup>st</sup> Century, Foundational concepts in Advertising.</p> <p>3. Main Decision Areas in Advertising, How Advertising works: Persuasion and Attitudinal conversion, Factors in an ‘Ad’ that accomplish Persuasion and Attitude conversion.</p> <p>4. Deciding the Advertising Objectives:</p> <ul style="list-style-type: none"> <li>• Various Advertising Objectives</li> <li>• Deciding the Advertising Budget</li> <li>• Deciding the Copy.</li> <li>• Steps in Copy development</li> </ul> <p>5. Media Planning:</p> <ul style="list-style-type: none"> <li>• Role of Media during digital era</li> <li>• Fast changing scene: Jostling by Traditional and New Media.</li> </ul> <p>6. Evolution and History of Advertising Agencies , Factors involved in Agency selection, Ad Agency Organizational Structure, Changing Roles of Ad Agencies: Corporate expectations from Ad Agencies.</p>	16
3.	<p><b><u>Title of the topic: Sales Promotion ,Publicity and Public Relations</u></b></p> <p>1.1 Role of Sales Promotion in communicating and offering Value to its customers</p> <p>1.2 The surge in Sales Promotion in Recent years.</p> <p>1.3 The two major components of Sales Promotion: Trade and Consumer Promotion.</p> <p>1.4 The downside of Sales Promotion.</p> <p>1.5 Events, Experiences and Sponsorships</p> <p>1.6 Publicity a Potent tool in communication.</p> <p>1.7 Role and functions of Public Relations in Digital Economy, Process in Public Relations: Research, Planning, Communication.</p>	12
4.	<p><b><u>Title of the topic: Managing Digital Communications</u></b></p> <p>1.1 Emergence of Digital Communication: The need of the hour</p> <p>1.2 Forms of Online Marketing Communication-How to start a buzz fire and Tracking Online Buzz</p> <p>1.3 Managing marketing communications on social media</p> <p>1.4 Creating and managing Digital Word of Mouth</p> <p>1.5 Mobile Marketing:</p> <ul style="list-style-type: none"> <li>• The scope of mobile marketing</li> <li>• Developing effective mobile marketing program</li> </ul>	14

	<ul style="list-style-type: none"> <li>• Mobile marketing across markets</li> </ul>	
	<b>Total Number of Lectures</b>	<b>54</b>

**Suggested Reference Books:**

1. Marketing Management, 15<sup>th</sup> Edition, Philip Kotler, Kevin Lane, Keller, Published by-Pearson.
2. Marketing Management: Indian Context-Global Perspective, 6th Edition, Ramaswamy and Namakumari, Sage Publication
3. Fundamentals of Marketing, William Stanton, Michael Etzel, Bruce Walker, ,Mc Graw-Hill International Editions 1994
4. Introduction to Marketing, Theory & Practice, Second Edition, Adrian Palmer, Oxford University Press
5. Marketing Management-A South Asian Perspective, ISBN -978-0-13-600998, 13th Edition, Philip Kotler, Kevin Keller, Abraham Koshy ,Mithileshwar Jha, Published by Dorling Kindersley(India)Pvt. Ltd, Licensees of Pearson Education in South Asia
6. Marketing Management-Global Perspective -Indian Context, 4th Edition-2010V.S. Ramaswamy& S. Namakumari, Macmillan Publishers India LMT, New Delhi.
7. Marketing Management, 11th Edition, Philip Kotler, Published by-Prentice Hall of India Private Lmt, New Delhi.
8. Advertising Management ,Oxford University Press ,By Jaishri Jethwaney and Shruti Jain
9. Advertising Management ,By Rajeev Batra, John Myers and Davis Aaket ,Published by Prentice Hall of India Private Limited, New Delhi
10. Advertising: Principles and Practice, Latest Edition, by William Wells, John Burnett, and Sandra Moriary, Prentice Hall.
11. Ogilvy on Advertising, by David Ogilvy
12. Advertising Management, concept and cases. By Manendra Mohan