



INSTITUTE OF AERONAUTICAL ENGINEERING (Autonomous)

Dundigal, Hyderabad -500 043

MASTER OF BUSINESS ADMINISTRATION

COURSE INFORMATION SHEET

Course Title	INTEGRATED MARKETING COMMUNICATION			
Course Code	CMB403			
Programme	MBA			
Semester	III			
Course Type	PROFESSIONAL ELECTIVE-III			
Regulation	IARE-R16			
Course Structure	Lectures	Tutorials	Practicals	Credits
	3	-	-	3
Course Coordinator	Mrs. E Sunitha, Assistant Professor, MBA			
Course Faculty	Mrs. E Sunitha, Assistant Professor, MBA			

I. COURSE OVERVIEW:

This course helps to understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning. Topics: the role of integrated marketing communications, organizing for advertising and promotion, consumer behavior perspective, the communication process, promotional objectives and budgets, creative strategy, media planning and strategy, broadcast/print & support media, direct marketing, sales promotions, PR and publicity, personal selling, international promotion, business-to-business promotions, and regulations and ethics.

II. COURSE PRE-REQUISITES:

Level	Course Code	Semester	Prerequisites	Credits
PG	CMB010	II	Basic knowledge of marketing management	3

III. MARKS DISTRIBUTION:

Subject	SEE Examination	CIA Examination	Total Marks
Integrated Marketing Communication	70 Marks	30 Marks	100

SEMESTER END EXAMINATION (SEE):

The SEE is conducted for 70 marks of 3 hours duration. The syllabus for the theory courses is divided into FIVE units and each unit carries equal weight age in terms of marks distribution. The question paper pattern is as follows: Two full questions with 'either' 'or' choice will be drawn from each unit. Each question carries 14 marks.

CONTINUOUS INTERNAL ASSESSMENT (CIA):

CIA is conducted for a total of 30 marks, with 25 marks for Continuous Internal Examination (CIE) and 05 marks for Quiz / Alternative Assessment Tool (AAT).

CONTINUOUS INTERNAL EXAMINATION (CIE):

The CIE exam is conducted for 25 marks of 2 hours duration consisting of two parts. Part–A shall have five compulsory questions of one mark each. In part–B, four out of five questions have to be answered where, each question carries 5 marks. Marks are awarded by taking average of marks scored in two CIE exams.

QUIZ / ALTERNATIVE ASSESSMENT TOOL (AAT):

The AAT include seminars, assignments, term paper, open ended experiments, micro projects, five minutes video and MOOCs.

IV. DELIVERY / INSTRUCTIONAL METHODOLOGIES:

√	CHALK & TALK	√	QUIZ	√	ASSIGNMENTS	X	MOOCs
√	LCD / PPT	√	SEMINARS	X	MINI PROJECT	√	VIDEOS
X	OPEN ENDED EXPERIMENTS						

V. ASSESSMENT METHODOLOGIES – DIRECT:

√	CIE EXAMS	√	SEE EXAMS	√	ASSIGNMENTS	√	SEMINARS
X	LABORATORY PRACTICES	X	STUDENT VIVA	X	MINI PROJECT	X	CERTIFICATION
X	TERM PAPER						

VI. ASSESSMENT METHODOLOGIES – INDIRECT:

√	ASSESSMENT OF COURSE OUTCOMES (BY FEEDBACK, ONCE)	√	STUDENT FEEDBACK ON FACULTY (TWICE)
X	ASSESSMENT OF MINI PROJECTS BY EXPERTS		

VII. COURSE OBJECTIVES (COs):

The course should enable the students to:

- I. Conduct and evaluate marketing research and apply these findings to develop competitive and positioning strategies and to select the target audience for the IMC campaign plan
- II. Develop an integrated cross-media strategy and creative message and concept to reach the target audience and deliver the brand promise through an IMC campaign
- III. Structure an integrated marketing communications campaign plan based on the application of marketing concepts, principles, and practices within an organization
- IV. Measure and critically evaluate the communications effects and results of an IMC campaign to determine its success.

VIII. COURSE LEARNING OUTCOMES (CLOs):

Students, who complete the course, will have demonstrated the ability to do the following:

S. No	Description
CCMB403.01	State the concept of marketing communication and integrated marketing communication as an integral part of marketing.
CCMB403.02	Understand the consumer behavior, the communication process and communication mix.
CCMB403.03	Evaluate the setting communication objectives, damager approach to setting objectives and measuring advertising effectiveness..
CCMB403.04	Explain about conducting research to measure communication effectiveness and post testing tools and techniques and other promotional tools.
CCMB403.05	Provide creative execution in advertising, decision in print and execution radio.

<p>UNIT – IV MARKETING COMMUNICATION MIX II: Sales promotion, direct marketing, personal public relations, publicity and corporate advertising, unconventional promotional media: sponsorships, mobile advertising, word of mouth, village farmers, out of home media, world wide web communications.</p>
<p>UNIT – V REGULATION, SOCIAL AND ETHICAL ASPECTS OF ADVERTISING AND PROMOTION: Federal regulation of advertising, regulations of advertising and promotion in India, regulation of other promotional areas, social and ethical criticisms of advertising, ethical aspects of advertising, truth in advertising, advertising to children, advertising controversial products, social aspects of advertising.</p>

TEXT BOOKS:

1	Krutishah, Alan D'Souza, "Advertising and promotions", IMC Perspective, TMH, 2012.
2	George E Belch, Michael A Belch, Keyoorpuravi, "Advertising and Promotions" An Integrated Marketing Communications perspective, TMH, 2015.
3	Jaishri Jethwaney, Shruthi Jain, "Advertising Management", Oxford, Second edition, 2012.

REFERENCES:

1	SHH Kazmi, SatishK.Batra, "Advertising & Sales Promotions", 3rd edition, Excel Books, 2011
2	Semenile, Allen, O Guinn, Kaufmann, "Advertising and Promotions", An Integrated brand approach, Cengage, 6th edition, 2012.

XI. COURSE PLAN:

The course plan is meant as a guideline. There may probably be changes.

Lecture No.	Learning Objectives	Topics to be covered	Reference
1-2	Acquire knowledge of integrated marketing communication	Introduction to Communication, Understanding marketing communication, integrated marketing communication as an integral part of marketing	T1 - 1.1 to 1.5
3-4	Understand the impact of communication in marketing	Integrated marketing communication, Understanding consumer behavior.	T1 - 1.7
5-6	Understand the process of communication	understanding the communication process	T1 - 1.7
7-9	Analyze the communication mix in marketing	Communication mix.	T1 – 2.1 to 2.6
10-12	Understand the concept of communication objectives	Setting communication objectives, Dagmar approach to setting objectives	T1 – 2.8
13-15	Identify the importance of budget in communication	measuring advertising effectiveness, allocating the marketing communication budget	T1- 3.7 to 3.8
16-18	Acquire knowledge of marketing research	conducting research to measure communication effectiveness	T1 - 3.5 to 3.9
19-20	Explain the evaluation tools of communication	post testing tools and techniques , evaluating other promotional tools	T1 – 4.1 to 4.9
22-24	Discuss the need of creativity in advertising	Creative execution in advertising, decision in print, execution radio	T1 – 5.1 to 5.2
25-28	Identify the methods in television decision	execution on online and television, getting that 'big idea' of creativity	T1 – 5.3 to 5.5

29-31	Understand the concepts of communication mix	Sales promotion, direct marketing, personal public relations,	T1- 5.3 to 5.5
32-34	Understand the concepts of communication mix	publicity and corporate advertising, unconventional promotional media	T1-5.3 to5.5
35-37	Acquire knowledge of unconventional promotional media	sponsorships, mobile advertising, word of mouth, village farmers	T1 - 6.1 to 6.5
38-40	Acquire knowledge of unconventional promotional media	out of home media, world wide web communications	T1 - 5.7 to 5.8
41-44	Understand the regulations of advertising	Federal regulation of advertising, regulations of advertising and promotion in India, regulation of other promotional areas	T1 - 6.1, 6.3
45-48	Understand the social and ethics of advertising	social and ethical criticisms of advertising, ethical aspects of advertising	T2 - 7.1 to 7.2
49-52	Understand the different types of advertising to children	Truth in advertising, advertising to children, advertising controversial products, social aspects of advertising.	T2 - 7.3, 7.4

XII. GAPS IN THE SYLLABUS - TO MEET INDUSTRY / PROFESSION REQUIREMENTS:

S. NO	DESCRIPTION	PROPOSED ACTIONS	RELEVANCE WITH POs	RELEVANCE WITH PSOs
1	Optimum planning of integrated marketing communication	Seminars / NPTEL	PO 1, PO 2, PO 5	PSO 1
2	Think about what you see on TV, the web, read in papers and hear on the radio	Seminars / Guest Lectures / NPTEL	PO 2, PO 5, PO 9	PSO 1

XIII. MAPPING COURSE OBJECTIVES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES:

Course Objectives	Program Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
I	S	-	-	S		-	-
II	-	S	-	-		-	S
III	-	-	-	S		-	-
IV	-	S	-	S	-	-	-

S= Supportive

H = Highly Related

XIV. MAPPING COURSE LEARNING OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES:

Course Learning Outcomes	Program Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CCMB403.01	S	S	-	-	-	-	-
CCMB403.02	S	S	-	-	-		-

CCMB403.03	-	S	-	-	-		S
CCMB403.04	-	-	-	S			-
CCMB403.05	-	-	-	S			-
CCMB403.06	-	S	-	-			-
CCMB403.07	S	S	-	S			S
CCMB403.08	S	S	-	-			-
CCMB403.09	-	-	-	S			-
CCMB403.10	S	-	-	S	-		-
CCMB403.11	-	H	-	-	-		-

S= Supportive

H = Highly Related

XV. DESIGN BASED PROBLEMS (DP) / OPEN ENDED PROBLEM:

- I. How do you design Inferential communication based on the systems and techniques for making probability based decisions and accurate predictions based on sample data?
- II. Discuss Simple thought experiments an can give new insight into the different ways misunderstanding of marketing can distort the way we perceive the world.
- III. How can you create a clear target that focuses on the motivations that affect customers' decisions, upon which you'll build your marketing program.

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