

AC – 27-11-2024

Item No. – 03

Approved by the BOS in Bachelor of Commerce (Management Studies) on 16-11-2024 Item no. 04.

As Per NEP 2020

Tolani College of Commerce (Autonomous)



Title of the Course: - Integrated Marketing Communication

Programme: Bachelor of Management Studies Semester -V

Syllabus for 4 Credits

Course from the Academic Year – 2025-2026

Name of the Course: Integrated Marketing Communication

Sr. No.	Heading	Particulars
1	Description the course :	Integrated Marketing Communication is a strategic approach to marketing that involves planning, developing, and evaluating a brand's communication across multiple channels.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks Continuous Evaluation 40 Marks Semester End Examination 60 Marks
7	Course Objectives: <ol style="list-style-type: none"> 1. To educate students about various tools of IMC and the importance of co-ordinating them for an effective marketing communications program. 2. To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communications (IMC) program. 3. To understand how communication tools are used effectively in integrated marketing. 4. To understand the ethical implications of marketing communications. 	
8	Course Outcomes: <ol style="list-style-type: none"> 1. Students will learn about various tools of IMC and the importance of co-ordinating them for an effective marketing communications program. 2. The students are equipped with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communications (IMC) program. 3. Learners will be able to understand the how communication tools are used effectively in integrated marketing. 4. Learners will be able to understand the ethical implications of marketing communications. 	

9	<p style="text-align: center;">Modules</p> <hr/> <p>Module 1: Introduction to Integrated Marketing Communication</p> <hr/> <ul style="list-style-type: none"> • Meaning, Features of IMC, Evolution of IMC, Reasons for Growth of IMC. • Promotional Tools for IMC, IMC planning process, Role of IMC in Marketing • Communication process, Traditional and alternative Response Hierarchy Models • Establishing objectives and Budgeting: Determining Promotional Objectives, Sales vs Communication Objectives, DAGMAR, Problems in setting objectives, setting objectives for the IMC Program. <hr/> <p>Module 2: Elements of IMC – I</p> <hr/> <ul style="list-style-type: none"> • Advertising – Features, Role of Advertising in IMC, Advantages and Disadvantages, Types of Advertising, Types of Media used for advertising. • Sales promotion – Scope, role of Sales Promotion as IMC tool, Reasons for the growth, Advantages and Disadvantages, Types of Sales Promotion, objectives of consumer and trade promotion. • Strategies of consumer promotion and trade promotion, sales promotion campaign, evaluation of Sales Promotion campaign. <hr/> <p>Module 3: Elements of IMC – II</p> <hr/> <ul style="list-style-type: none"> • Direct Marketing - Role of direct marketing in IMC, Objectives of Direct Marketing, Components for Direct Marketing, Tools of Direct Marketing – direct mail, catalogues, direct response media, internet, telemarketing, alternative media evaluation of effectiveness of direct marketing • Public Relations and Publicity – Introduction, Role of PR in IMC, Advantages and Disadvantages, Types of PR, Tools of PR ,Managing PR – Planning, implementation, evaluation and Research, Publicity, Sponsorship – definition, Essentials of good sponsorship, event sponsorship, cause sponsorship • Personal Selling – Features, Role of Personal Selling in IMC, advantages and disadvantages of Personal Selling, Selling process, Importance of Personal Selling <hr/> <p>Module 4: Evaluation & Ethics in Marketing Communication</p> <hr/>	
	<ul style="list-style-type: none"> • Evaluating an Integrated Marketing program – Evaluation process of IMC – Message Evaluations, Advertising tracking research – copy testing – emotional reaction test, cognitive Neuro science – online evaluation, Behavioural Evaluation – sales and response rate, POPAI, Toll free numbers, QR codes and Facebook likes, response cards, Internet responses, redemption rate, Test Markets – competitive responses, scanner data, Purchase simulation tests • Ethics and Marketing communication – stereotyping, targeting vulnerable customers, offensive brand messages – legal issues – Commercial free speech, misleading claims, puffery, fraud, questionable B2B practices • Current Trends in IMC – Internet & IMC, Advertising on internet, PR through Internet Banner, Sales promotion on Internet, direct marketing on internet. 	

10 Reference Books:

- Blakeman, Robyn. Integrated Marketing Communication: Creative Strategy from Idea to Implementation. 3rd ed., Pearson, 2018.
- Kitchen, Philip J., and Donncha K. McShane. Integrated Marketing Communications. 2nd ed., Routledge, 2016.
- McKenzie, Paul C. Marketing Communications: Integrated Theory, Strategy, and Tools. Routledge, 2020.
- Percy, Larry, and Richard Elliott. Strategic Integrated Marketing Communications. 2nd ed., Routledge, 2012.
- O'Guinn, Thomas, Chris Allen, and Richard Semenik. Advertising and Integrated Brand Promotion. 7th ed., Cengage Learning, 2015.
- Coombs, W. Timothy, and Sherry J. Holladay. Integrated Marketing Communication: A Primer. Wiley-Blackwell, 2012.
- Scott, David Meerman. The New Rules of Marketing and PR: How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly. 8th ed., Wiley, 2022.
- Schultz, Don E., Stanley I. Tannenbaum, and Robert F. Lauterborn. IMC: The Next Generation. McGraw-Hill Education, 1998.
- Gunelius, Susan. Content Marketing for Dummies. Wiley, 2011.
- Schaefer, Mark W. The Content Code: Six Essential Strategies to Ignite Your Content, Your Marketing, and Your Business. Bibliomotion, 2015.

Evaluation Pattern

Continuous Evaluation: 40%

Semester End Examination: 60%

	Total Marks
Assignment/Project Work/Presentation/Case Study	30
Online MCQ Objective Test	10
Total	40

A learner must be present for each of the sub-components.

Semester End Examination Question Paper Pattern

Maximum Marks: 60

Duration: 2 Hours

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particular	Marks	
Q-1	Attempt any Two of the following: (Module – 1) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks	
Q-2	Attempt any Two of the following: (Module – 2) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks	
Q-3	Attempt any Two of the following: (Module – 3) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks	
Q-4	Attempt any Two of the following: (Module – 4) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks	

Signature of Team Members

Sr. No.	Name	Signature
1	Dr. Sadhana Venkatesh	
2	Ms. Shalini Clayton	
3	Ms. Ashiyana Shaikh	