

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND**(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)****AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR**An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Govt of Gujarat-April 2017NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2024-2025

Master of Commerce (MCOM)**Semester - III**

Course Code	PG03ECOM02	Title of the Course	INTEGRATED MARKETING COMMUNICATIONS
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. To impart the basic knowledge of marketing communication and advertising to Students.
	2. The objective of the course is to acquaint the students with essential concepts and techniques for the development and designing of an effective integrated marketing communication programme.
	3. It provides the learning about various communication tools and its effectiveness, in such a way that fosters the creative ideas from the learners for development of effective marketing communication programme.
	4. Obtain a practical, real- world application of IMC theory.

Course Content		
Unit	Description	Weightage (%)
1.	INTRODUCTION TO INTEGRATED MARKETING COMMUNICATION (IMC) Meaning, Evolution of IMC, Reasons for Growth and Features Promotional Tools for IMC, IMC Planning Process, Role of IMC in Marketing. Communication Process, Traditional & Alternative Response Hierarchy Models.- Establishing Objectives and Budgeting: Determining Promotional Objectives, Sales v/s. Communication Objectives, DAGMAR, Problems in Setting Objectives, Setting Objectives for the IMC Program	25 %
2.	ELEMENTS OF IMC Sales Promotion — Different Types of Sales Promotion, Advantages & Disadvantages. Public Relation & Publicity — Types of PR, Process, Advantages and Disadvantages. Types of Publicity, Direct Marketing — Features, Advantages and Disadvantages, Personal Selling — Features, Advantages & Disadvantages, Advertising — Features, Advantages & Disadvantages, New Trends in IMC, International Media	25 %

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3.	ADVERTISING Types of Advertisements. Communication Model with reference to Advertising AIDA, Hierarchy of effects, Innovation, Adoption Fundamentals of Advertising Campaigns — Brand Positioning through Advertising — Planning Process — The Creative Brief — Creating an Appeal Elements of Print Advertisement — Scriptwriting for Radio and Television — Legal and Ethical aspects of Advertising — Kids Advertising. Advertising Agencies Function Types — In House Agencies — Direct Response Agencies — Sales Promotion Agencies — PR Firms — Interactive Agencies Advertising Agency Structure — Client Agency Relationship — Agency Selection — Agency Compensation	25%
4.	ADVERTISING BUDGET & MEASURING EFFECTIVENESS Definition of Ad Budget and Ad Appropriation Methods of Budgeting Measuring Effectiveness of Advertisement, Measuring Effectiveness of the Promotional Program & Evaluating Social, Ethical and Economic Aspects: Arguments for & Against Advertising Research — What, When, Where & How, Testing Process. Advertising and Promotion Ethics, Advertising and Children, Social and Cultural Consequences Stereotypes, Economic Effects of Advertising.	25 %

Teaching-Learning Methodology	<ul style="list-style-type: none">• Direct Lecture• Power Point Presentations• Seminars• Students Presentations• Questions-Answers during lectures.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written Examination	20%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	10%
3.	External Examination	70%

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Course Outcomes	
1.	Student understands IMC, its components, integrated tools of communication and the role of IMC
2.	Student understands elaborate Overview of advertising management, IMC process, advertising agency, Advertising goals, Advertising budget and Media Selection
3.	Students understands the scope and role of sales promotion and Personal selling in IMC
4.	Get awareness regarding Advertising budget and effectiveness of Advertising.

Suggested References	
Sr. No.	References
1	Chunawalla S. A. (2016), Integrated Marketing Communication and Advertising, Himalaya Publishing House, Mumbai.
2	Belch & Belch (2008), Advertising and Promotions, Tata McGraw-Hill, New Delhi.
3	Kotler Philip. (2013), Marketing Management, Prentice Hall of India Pvt. Ltd., New Delhi.
4	Chunawalla S. A. and Sethia K. C. (1995), Foundations of Advertising Theory and Practice, 4th edition 1997, Himalaya Publishing House, Mumbai.
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On-line resources to be used if available as reference material

On-line Resources
