

**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY  
 FACULTY OF SCIENCE AND HUMANITIES  
 Department of Visual Communication  
Lesson Plan**

**Subject :** Marketing Communication/ UVC15505

**Regulation: 2015**

**Class :** III B.Sc., Visual Communication [Fifth Semester]

Sl	Month	Week	Hour	Unit	Topics To Be Covered	Staff Sign.	H.O.D Sign.	Dean Sign.	Remarks
1	June	17/06/2019 To 21/06/2019	5	I	Introduction to Marketing				
					Characteristics of Marketing				
					Types of Marketing				
2	June	24/06/2019 To 28/06/2019	5	I	Marketing Mix- concept				
					Elements of Marketing Mix				
					Marketing & Globalization				
3	July	01/07/2019 To 05/07/2019	5	I	New Trends in Marketing				
					Characteristics of Target Marketing				
					Global brands & Market perception				
4	July	08/07/2019 To 12/07/2019	5	II	Introduction to Target Audience				
					Demographic/ Psychographic/Segmentation				
					Introduction to Niche Marketing				
5	July	15/07/2019 To 19/07/2019	5	II	Introduction to Marketing Communication				
					Process of Marketing Communication				
					Methods of Marketing Communication				
6	July	15/07/2019 To 19/07/2019	5	II	Types of Marketing Communication				
					Limitations of Marketing Communication				
					Significance of Marketing Communication				
7	July & August	29/07/2019 To 02/08/2019	5	III	Introduction to Product Promotion				
					Advertising/ Public Relations/ Publicity				
					Introduction to Sales Promotions				
8	August	05/08/2019 To 09/08/2019	5	III	Sales Promotions Techniques- Corporate				
					Brand Image Building				
					Direct Marketing Strategies				
					Cycle Test - I				
9	August	13/08/2019 To 16/08/2019	3	III	Telemarketing & Online Marketing				
					Challenges and Future of Online Marketing				
					Development of Promotion Mix				

10	August	19/08/2019 To 23/08/2019	5	IV	Introduction to Marketing Research				
					Role of Marketing Research				
					Scope of Marketing Research				
11	August	26/08/2019 To 30/08/2019	5	IV	Process of Marketing Research				
					Introduction to Research Methods				
					Introduction to Research Design				
12	Sep	03/09/2019 To 06/09/2019	4	IV	Introduction to Questionnaires				
					Introduction to Focus Group				
					Report & Presentation				
13	Sep	09/09/2019 To 13/09/2019	4	V	Introduction to Marketing Communication				
					Marketing communication- Radio				
					Marketing communication- Television				
14	Sep	16/09/2019 To 20/09/2019	5	V	Marketing communication- Film				
					Marketing communication- Internet				
					Cycle Test - II				
15	Sep	23/09/2019 To 27/09/2019	5	V	Introduction to Product Promotion				
					Introduction to Product Selling				
					Introduction to Media Selling				
16	Sep & Oct	30/09/2019 To 04/10/2019	4	V	Introduction to Media Buying				
					Promotion & Budget				
					Revision				

***Prepared by:***

**Coordinator (Lesson Plan)  
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