

Course Code	MB18MM06	Course Name	Integrated Marketing Communications/Promotion strategy	Course Category		Elective course	L	T	P	C
							2	2	0	3

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
Course Offering Department	MBA	Data Book / Codes/Standards			

Course Learning Rationale (CLR): *The purpose of learning this course is to:*

CLR-1:	To understand the concepts of marketing communication
CLR-2:	To develop an effective marketing campaign
CLR-3:	To effectively use the tools and techniques of the marketing communication
CLR-4:	To manage and monitor the marketing campaign
CLR-5:	To design the promotional activities

Learning

	1	2	3
Level of Thinking (Bloom)			
Expected Proficiency (%)			
Expected Attainment (%)			

Program Learning Outcomes (PLO)

	1	2	3	4	5	6
po1- business environment and						
po2-						
po3- global exposure and cross						
po4 – social responsiveness and ethics						
po5 – effective communication						
po6 – leadership and team work						
	√					
		√				√
		√	√			
	√	√	√		√	√
			√	√		

Course Learning Outcomes (CLO): *At the end of this course, learners will be able to:*

CLO-1:	Understand the concept of marketing communications	1	50	60
CLO-2:	Analyze the advertising environment	1	70	75
CLO-3:	Expertise in social media communication	2	80	70
CLO-4:	Identify the key factors in the marketing communication	2	60	50
CLO-5:	Pitch a marketing proposal for promotional activities	3	70	80

Duration (hour)		9	9	9	9	9
S-1	SLO-1	Intergrated marketing Definition	Advertisement Defintion	Nature of Marketing meadia	Benefits of Direct Marketing	Sale promoioon definition
	SLO-2	Characteristics of Marketing Communications	Concepts	Framework of Media Advertising	Why direct marketing- costly?	concepts
S-2	SLO-1	Brand Equity	Charecteritics	Traditional Media	Usage of direct markeing in company.	Types of sales promtion
	SLO-2	Brnads on IMC	Role of advertisement	Traditional Vs Modern Media	Types of direct marketing	Consumer promotion boost sales
S-3	SLO-1	Importance of IMC	Types of advertisement	Storytelling	Major challenges in direct marketing	Consumer oriented promotion
	SLO-2	Scops of IMC	IMC design	Technology innovation	Various forms of Direct marketing	Techniques of sales promotion
S-4	SLO-1	Managing with IMC	Factors influencing – Advertisement	Innovation and Development	Reason for success in direct markeitng	Sampling
	SLO-2	Global scene	Advertisement procedure	Post modern media	Advertising media planning	Importance
S-5	SLO-1	Marketing Planning	Framework	Online advertising concepts	Analysis in media	Options of sampling and coupening
	SLO-2	Barrier	AIDA model	Role of marketing in Social media	Planning and analysis	Premiums and otherpromotions

S-6	SLO-1	Strategies definition	Creative idea visualisation	Social media for promotion	Strategic planning analysis in advertisement	Public Relations vs PR
	SLO-2	Concepts	Advertising Media	Mobile advertising	Measuring advertisement	Effects of sponership
S-7	SLO-1	International Scenario	IMC planning process	case study	Various measures of advertiseing effectiveness	Communications and signage
	SLO-2	Role of IMC in brands	Advertising Media-electronic	Advertising Media- online	Procedure to evaluate effectiveness	sponerships
S-8	SLO-1	Marketing Communications	Segmentation,targeting, postioning	case study	Methods of advertisement	case study
	SLO-2	Building brands	Communication process	case study	Applications in media	POP
s-9	SLO-1	case study	Consumer behaviour	Social media Communication	Case study	case study
	SLO-2	case study	Message appeals in Advertising .	Role of social media for business development	Current trends in advertisement .	Current trends in Integrated Marketing communications.

Learning Resources	1.	Clow & Baack, "Integrated Advertising, Promotion and Marketing Communication", 4th Edition, Pearson Education India. 2012.
	2.	Terence A. Shimp , "Integrated Marketing Communication in Advertising and Promotion", 8th Edition, , Cengage Learning, 2010.
	3.	George E. Belch, Michael A Belch,& Keyoor Purani, "Advertising and Promotion– An Integrated Marketing Communications" Perspective', 7th Edition, Tata McGraw Hill Education Pvt. Ltd. 2010.
	4.	Dr. Niraj Kumar, "Integrated Marketing Communication", Himalaya Publishing House, 2009.

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (15%)		CLA – 3 (15%)		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	Concept	Understand	Definition	remember	Importance	understand	self-study	Understand	Basic concepts	remember
Level 2	Apply Analyze	models	Apply	Objectives	apply	Strategies	analyze	assignments	Apply	Theoretic model	analyze
Level 3	Evaluate Create	Framework	Evaulate	techniques	create	applications	create	Mini projects	Evaluate	applications	evaluate
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
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