



**Dr. V. N. Bedekar Institute of Management, Thane**  
**Teaching Plan (MMS/PGDM)**  
**Academic Year (2018-2019)**

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Programme Name: PGDM

Trimester: IV

Name of the subject: Integrated Marketing Communications

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Prof. Krunal K. Punjani

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Weblink:

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**Learning Objectives:**

- To make students understand how key elements of IMC i.e. Advertising, Public Relations, Sales Promotion, Direct Marketing and Online marketing are integrated.
- Expose students to the principles and practices of advertising and sales promotion and develop the conceptual abilities in this functional area of marketing.
- Develop the skill set, which will help students to prepare and implement IMC plan.

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**Reference Books:**

- Advertising and Promotion by George Belch, Michael Belch, Keyoor Purani, 9<sup>th</sup> Edition, McGraw Hill
- Advertising Management – Jaishri Jethwaney, Shruti Jain



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**Plan:**

<b>Session No</b>	<b>Topics to be covered</b>	<b>Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used</b>	<b>Learning outcomes</b>	<b>Evaluation of Students understanding by MCQs, Quiz, Short Test</b>
1	Introduction to IMC, Evolution & Definitions of IMC, Marketing Scenario which drives IMC	<u>Books:</u> Advertising and Promotion An Integrated Marketing Communications Perspective, Advertising Management	Understanding of Domain Knowledge	Discussion
2	Case Study: IMC of Mentos	ICFAI Journal	Learning Business Analysis, Problem solving and Innovative approach of the brand	Case discussion
3	Promotional Mix (IMC Tools): Advertising, Direct Marketing, Interactive Marketing, Sales Promotion, PR & Publicity, Personal Selling; Categories of audience touch points or contacts	<u>Books:</u> Advertising and Promotion An Integrated Marketing Communications Perspective, Advertising Management <u>Case Study:</u> Kurkure	To gain domain knowledge of communication mediums and develop practical understanding	Case discussion
4	Advertising Agency- Functions, Types, Structure, compensation	<u>Books:</u> Advertising and Promotion An Integrated Marketing Communications Perspective, Advertising Management	To understand the business	Discussion & Quiz



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			environment of Ad agencies in India and importance of teamwork in the structure	
5	Audience Contact Points, IMC Planning Model, Role of IMC in Marketing Process (Market Analysis, Segmentation, Target Market, Positioning and 4Ps)	<u>Books</u> : Advertising and Promotion An Integrated Marketing Communications Perspective, Advertising Management	Critical thinking on IMC planning & its role in Marketing process	Discussion & Quiz
6	Advertising objectives with specific reference to DAGMAR, Brand Positioning Persuasion and attitudinal change through appropriate copy development, Copy decision	<u>Books</u> : Advertising and Promotion An Integrated Marketing Communications Perspective, Advertising Management <u>Website</u> : yourarticlelibrary.com <u>Case Study</u> : Asian Paints	To learn effective marketing communication through appropriate copy	Case discussion
7	Advertising budget, Media planning, Measuring the effectiveness of advertising campaign	<u>Books</u> : Advertising and Promotion An Integrated Marketing Communications Perspective, Advertising Management <u>Website</u> : yourarticlelibrary.com , bizmove.com, smallbusiness.chron.com, managementstudyguide.com	Understanding of business analysis while planning for ad campaign	Discussion & Quiz
8	Sales Promotions Concept, Forms of sales promotions- Consumer oriented sales promotion; trade oriented sales promotion &	<u>Books</u> : Advertising and Promotion An Integrated Marketing Communications Perspective, Advertising Management <u>Case (Video)</u> : Coca cola	To gain domain knowledge and understand	Case discussion



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	Sales force-oriented sales promotion, Major tools of sales promotion		relevance of sales promotion in business	
9	Public relations-Meaning, features, growing importance, role in marketing, similarities in publicity and public relations, Major tools of Public Relations- News, speeches, special events, handouts, and leaflets, audio-visual public service activities, miscellaneous tools	<u>Books:</u> Advertising and Promotion An Integrated Marketing Communications Perspective, Advertising Management <u>Case Study:</u> Nestle Maagi <u>Website:</u> <a href="http://economictimes.com">economictimes.com</a> , <a href="http://knowledge.whatron.upenn.edu">knowledge.whatron.upenn.edu</a>	To understand effective communication through PR & publicity	Discussion & Quiz
10	Ethical and legal aspects of Advertising, sales promotion and public relations	<u>Books:</u> Advertising and Promotion An Integrated Marketing Communications Perspective, Advertising Management Website: <a href="http://smallbusiness.chron.com">smallbusiness.chron.com</a>	To develop awareness on ethical and legal aspects of marketing communication	Discussion

**Practical Approach : Other activities (Atleast 4 distinct activities)**

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play			
2	Industry Visit			
3	Academic Projects - Presentation	<b><u>Comparative study of IMC of Two competitive brands</u></b>	<b><u>Practical understanding of how brands utilize IMC</u></b>	



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4	Book Review			
5	Group Discussion	<b><u>Traditional Vs. Modern communication mediums</u></b>	<b><u>Develop understanding of pros and cons of both types of mediums</u></b>	
6	Business News sharing – <b>ET : Brand Equity</b>	<b><u>Advertising trends and campaigns of Popular Brands</u></b>	<b><u>Get insight of regular industry updates and trends</u></b>	<b><u>Economic Times</u></b>
7	Videos / Simulation	<b><u>Advertising copy &amp; Brand Positioning</u></b>	<b><u>Practical understanding of the topics</u></b>	<b><u>YouTube</u></b>
8	Use of Softwares and Labs			
9	Any other activity			



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**Evaluation:**

**Internal:**

<b>Component</b>	<b>Details</b>	<b>Marks</b>
Class Test		15
Presentation		15
Case Study		-
Participation		5
Others (Attendance)		5

**Signature of Faculty**

**Signature of the Co-ordinator**