



Dr. V. N. Bedekar Institute of Management Studies, Thane
Teaching Plan (MMS / PGDM)
Academic Year (2014-15)

Programme: MMS

Semester: IV

Name of the Course: Integrated Marketing Communications & Digital Marketing

Maximum marks: 100

No. of Sessions: 15

Name of the Faculty: Kshitija Pande

Mobile No:

Email: kpandey@vpmthane.org

Web link

Learning Objectives:

To understand how key elements of IMC Advertising, Public Relations, Sales Promotion, Direct Marketing are integrated

Reference Books:

Advertising and Promotion by George Belch, Michael Belch, Keyoor Purani, 9th Edition, McGraw Hill

Integrated Marketing Communication in Advertising and Promotion by Terence Shimp, 8th Edition, Cengage Learning

Advertising and Promotion by Jaishree Jethwaney & Shruti Jain, 2nd Edition, Oxford

Recommended Books

- 1) The Art of Digital Marketing – Ian Dodson – Wiley Publication
- 2) Digital Marketing – Vandana Ahuja – Oxford Publication
- 3) Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation – Damian Ryan – Kogan Page
- 4) Digital Marketing: Strategy, Implementation & Practice – Dave Chaffey & Fiona Ellis-Chadwick
- 5) Convert! Designing Websites For traffics and Conversions – Ben Hunt
- 6) The Social Media Bible: Tactics, Tools & Strategies for Business Success – Lon Safko
- 7) Global Content Marketing – Pam Didne
- 8) The Power of Visual Storytelling – Ekaterina walter
- 9) Digital Marketing – Dr. Hari Krishna Maram



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Plan:

Session No	Topics to be covered	Pedagogy	Remark
1	Definition of IMC, Key Features, Types.	Lecture	
2	Advertising-Types of Media - TV, Print, Radio, OOH, Internet	Lecture	
3	Advertising- Developing the Campaign, effect of Celebrity endorsements. Advertising Agency- Functions, Types, Structure	Lecture Supported by ppt with industry examples	
4	Reputation Management-Issues and challenges.	Lecture Supported by ppt / Case study discussions	
5	Promotional campaigns : Sales Promotion- Consumer Promotions, Trade Promotions etc	Lecture Supported by ppt with industry examples	
6		Lecture Supported by ppt with industry	



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	Direct Marketing-Methods, Advantages, Limitations	examples	
7	Media Planning- Media and Message, Media Planning Process, Media Objectives, Media Scheduling, Media Planning Implementation	Lecture Supported by ppt with industry examples	
8	Personal Selling- Principles, Negotiation Skills. Public relations, Internet Marketing-Email Advertising, Mobile Marketing, Search Engine Advertising	Lecture Supported by ppt with industry examples	
9	Introduction to digital marketing – types of digital media, industry trends, Indian media spends, comparison with traditional media Customer consumption trends of digital media Role of digital media in consumer decision making process Behavioural and Contextual targeting	Lecture Supported by ppt with industry examples	
10	Search Engine Optimization (SEO)	Lecture, Case Study	



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<p>Need for SEO, Strategies</p> <p>Method Integration with Google, Analytics, analysis of reports and metrics</p> <p>Search Engine Marketing (SEM)</p> <p>Importance and need, Campaign strategy, Identifying keywords and their configurations</p> <p>Creating AdWords, campaigns</p> <p>Assess campaign using, Ad Words analytics report</p> <p>Social Media Marketing</p> <p>Introduction & comparison of various Social Media (including subscriber base, features, popularity etc.)</p> <p>Social Media Marketing ,strategies – with examples/ cases</p> <p>Content Strategy for various, social media</p> <p>Creating Campaign on, Social media (Facebook)</p> <p>Assessment of campaign using Facebook analytics</p>	<p>and practical demonstration of creating SEO friendly content.</p> <p>Lecture & practical demonstration of AdWords Campaign</p> <p>Twitter / Instagram / Snapchat etc.</p>	
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11	Display advertising Video advertising - types and their effectiveness Blog marketing	Lecture/ Case Study/ Videos	
12	Pricing Models Cost per Click (CPC) Cost per thousand Impression (CPM) Cost per acquisition (CPA) Relevance of each in different situations Prevention of click fra	Lecture Supported by ppt with industry examples	
13	Email Marketing Trends, types, Challenges Planning & designing campaign Assess effectiveness of the,campaign using various	Lecture/ Case Study/ Videos	
14	Mobile Marketing Market size, growth etc. Applications, Coupons, Gamification, Mobile wallets, QR codes, USSD, ,SMS,	Lecture/ Case Study/ Videos	
15	E-commerce Understand trends and, profile of e-commerce players Use of e-tailers for, promotion and	Lecture/ Case Study/ Videos	



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	distribution of brands Strategies used by Ecommerce players, Student Presentations		
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Evaluation:

I) Internal:

Component	Details	Marks
Class Test, Assignment	2 tests, best of two	20
Presentation, etc.	Topic wise, Case study	10
Class Participation	Oral Questions, Debate, Query, Attendance	5
Student Conduct	Grooming, Behaviour	5

Kishitija,Pande

Signature of Faculty

Signature of Co-ordinator