

## Channel Strategy, Media and Integrated Marketing

### Course Contents:

1. Marketing Channel Concepts
2. Channel members and the environment
3. Channel Strategy development and design
4. Aspect of marketing mix in a channel
5. Evaluation of Channel performance
6. Legacy Media – Print and Broadcast
7. IMC – Applying Marketing strategy to consumer media – B2C, B2B
8. Media Buying
9. Advertising and ROI , Media Metrics
10. Emerging Media and changing scenario

<b>Resources:</b>	
1	Text Books Marketing Channels: Management View by Rosenbloom B, Thomson South-Western.
	Integrated Advertising, Promotion and Marketing Communication by Kenneth Clow, Donald Black. Pearson
	Integrated Marketing Communication by Niraj Kumar
	Advertising Management: Rajeev Batra, John G. Myers, David A. Aaker
	Advertising and Promotion: An Integrated Marketing Communications Perspective, George Belch, Michael Belch, San Diego University

2	Reference Books	Selling the Wheel: Choosing the Best Way to Sell for You, Your Company, Your Customers, Jeff Cox & Howard Stevens, ©2000 Simon & Schuster
		Eating the Big Fish: How Challenger Brands Can Compete Against Brand Leaders, Adam Morgan, ©2009 Wiley
		Advertising and Promotion: Kazmi, Batra, Excel Books
3	Supplementary Material	Advertising Principles and Practice by William Wells, John Burnett, Pearson
4	Web Sites	<a href="http://www.aaaindia.org">http://www.aaaindia.org</a>
		<a href="http://www.ascionline.org">http://www.ascionline.org</a>
5	Journals	Evolution of IMC:IMC in a customer driven marketplace by Don E Schultz, Charles H, Journal of Marketing Communications - Apr09, Vol15, Issue2/3