

St. Joseph's College of Commerce (Autonomous)
#163, Brigade Road, Bangalore - 560 025
LESSON PLAN - VI Sem B. Com TT

Dr. Anupama S. Kotur (Kaddi)

Subject Name: Integrated Marketing Communication: An Advertising Perspective

Subject Code: C2 12 603

Lecture hours: 60

Objective: This marketing paper helps to evolve a student's creative thinking process and analyze various emerging trends of market place realities from a domestic and global perspective.

| Sl. No | UNIT & OBJECTIVES | No. of Lecture Hours | Methodology/ Instructional techniques | Evaluation/ learning confirmation |
|---------------|--|----------------------|---------------------------------------|-----------------------------------|
| Unit 1 | Concept and Process of Integrated Marketing Communications (IMC) | 10 Hrs | | |
| 1 | Introduction to IMC and the Communication Process: Evolution Of IMC and reasons for its growth | 2 Hrs | Lecture | Question and Answer |
| 2 | IMC Planning Process, Role of IMC in Marketing Process-Elements of IMC | 2 Hrs | Lecture & Case Study | Question and Answer |
| 3 | Advertising, Sales Promotion -Types, relationship between advertising and sales promotion, Publicity - Types and relationship between advertising and publicity | 3 Hrs | Lecture & Case Study | Question and Answer |
| 4 | Personal selling, Direct Marketing, Event Management, E-Commerce, Public Relations, Interactive Marketing. | 3 Hrs | Lecture & Case Study | Question and Answer |
| Unit 2 | Introduction to Advertising | 6 Hrs | | |
| 1 | History of advertising, Advertising purpose and functions; Economic, social and ethical aspects of advertising. Advertising as a marketing tool - Types of Advertising -Advertising as a communication process | 3 Hrs | Lecture | Assignment |
| 2 | Tourism and Leisure advertising-Building powerful tourism and leisure brands- Advertising destination brands- Relevance and future of Tourism advertising in India. | 3 Hrs | Lecture | Question and Answer |
| Unit 3 | Advertising and Campaign Planning | 10 Hrs | | |
| 1 | Marketing strategy and situation analysis; Advertising plan; Advertising objectives | 5 Hrs | Lecture | Group Activity |
| 2 | AIDA and DAGMAR approach; Advertising campaign planning process. | 5 Hrs | Lecture | Group Activity |
| Unit 4 | Creative Strategy & Advertising Budget | 10 Hrs | | |

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| 1 | The art of copywriting; Advertising Copy Testing; Creativity in communication | 5 Hrs | Lecture | Question and Answer |
| 2 | Motivational approaches; Types of appeals used in advertising; Advertising Budget Process. | 5 Hrs | Lecture | Question and Answer |
| Unit 5 | Advertising Media Strategy | 12 Hrs | | |
| 1 | Role of Media; types of Media, their advantages and disadvantages; media planning , selection & scheduling strategies; | 5 Hrs | Lecture | Question and Answer |
| 2 | Media Buying, Strategies and Execution, | 3 Hrs | Lecture | Question and Answer /Presentations |
| 3 | Social Media, types of social media; Relevance of social media in the current scenario. | 4 Hrs | Lecture | Question and Answer /Presentations |
| Unit 6 | Suppliers in IMC | 6 Hrs | | |
| 1 | Hoarding Contractors/Printers etc, Ad. Agency-Departments of Ad. Agency | 3 Hrs | Lecture | Question and Answer |
| 2 | Client Servicing-client Agency relationship, AccountPlanning | 3 Hrs | Lecture | Assignment |
| Unit 7 | Evaluating Marketing Communication Programme | 6 Hrs | | |
| 1 | Evaluating Marketing Communication Programme - Measuring Effectiveness of the Promotional Program & Evaluating Social, Ethical and Economic Aspects | 3 Hrs | Lecture | Group Activity |
| 2 | Advertising and Promotion Ethics; Advertising and Children; Social and Cultural consequences of advertising, criticism of advertising Stereotypes; Economic Effects of Advertising. | 3 Hrs | Lecture | Group Activity |