

 <p>Since 1951</p>	<p align="center">B. J. VANIJYA MAHAVIDYALAYA (Autonomous) (Grant-in-Aid) (Affiliated to Sardar Patel University) Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India Accredited with CGPA of 2.78 on four point scale at B++ Grade by NAAC Syllabus with effective from June - 2025</p>
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Master of Commerce (M.Com.)
Semester - III

Course Code PB03ECOM52	Title of the Paper Integrated Marketing Communication	Total Credit 04
Course Objectives	<ol style="list-style-type: none"> 1. To create a unified brand message across channels to boost engagement and achieve marketing goals. 2. To utilize IMC promotional tools to engage audiences, enhance brand image, and drive business results. 3. To design strategic advertising campaigns that convey brand messages, engage audiences, and deliver measurable outcomes. 4. To develop a planned advertising budget, assess its effectiveness, and ensure responsible, ethical advertising. 	

Unit	Course Description	Weightage
1.	<p>INTRODUCTION TO INTEGRATED MARKETING COMMUNICATION (IMC)</p> <ul style="list-style-type: none"> • Meaning • Evolution of IMC • Reasons for Growth and Features • Promotional Tools for IMC • IMC Planning Process • Role of IMC in Marketing • Communication Process • Traditional & Alternative Response • Hierarchy Models • Establishing Objectives and Budgeting: Determining Promotional Objectives • Sales v/s. Communication Objectives • DAGMAR • Problems in Setting Objectives • Setting Objectives for the IMC Program 	25%
2.	<p>ELEMENTS OF IMC</p> <ul style="list-style-type: none"> • Sales Promotion — Different Types of Sales Promotion, Advantages & Disadvantages. • Public Relation & Publicity — Types of PR, Process, Advantages and Disadvantages. Types of Publicity • Direct Marketing — Features, Advantages and Disadvantages. • Personal Selling — Features, Advantages & Disadvantages. 	25%

	<ul style="list-style-type: none"> Advertising — Features, Advantages & Disadvantages. New Trends in IMC, International Media 	
3.	ADVERTISING <ul style="list-style-type: none"> Types of Advertisements Communication Model with reference to Advertising AIDA Hierarchy of effects, Innovation Adoption Fundamentals of Advertising Campaigns Brand Positioning through Advertising Planning Process The Creative Brief Creating an Appeal Elements of Print Advertisement Scriptwriting for Radio and Television Legal and Ethical aspects of Advertising Kids Advertising Advertising Agencies Function Types In House Agencies Direct Response Agencies Sales Promotion Agencies PR Firms Interactive Agencies Advertising Agency Structure Client Agency Relationship Agency Selection Agency Compensation 	25%
4.	ADVERTISING BUDGET & MEASURING EFFECTIVENESS <ul style="list-style-type: none"> Definition of Ad Budget and Ad Appropriation Methods of Budgeting Measuring Effectiveness of Advertisement, Measuring Effectiveness of the Promotional Program & Evaluating Social, Ethical and Economic Aspects: Arguments for & Against Advertising Research — What, When, Where & How, Testing Process. Advertising and Promotion Ethics, Advertising and Children, Social and Cultural Consequences Stereotypes, Economic Effects of Advertising. 	25%

Teaching- Learning Methodology	Lecture, Group Discussion, Doubt Solving, Power Point Presentation, Case Study, Real Life Company Examples, & Seminar
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal/ Written Examination	20%
2.	Internal Continuous Assessment in the form of Viva-Voce, Quizzes, Seminars, Assignments, Attendance	10%
3.	External Examination	70%

Students will have to score minimum of 40% to pass the course.

Course Outcomes: Having Completed this course, the students will be able to:	
1.	Explain IMC, its components, integrated tools of communication and the role of IMC
2.	Elaborate Overview of advertising management, IMC process, advertising agency, Advertising goals, Advertising budget and Media Selection.
3.	Explain the scope and role of sales promotion and Personal selling in IMC.

Suggested References:	
Sr. No.	References
1.	Chunawalla S. A. (2016), Integrated Marketing Communication and Advertising, Himalaya Publishing House, Mumbai.
2.	Belch & Belch (2008), Advertising and Promotions, Tata McGraw-Hill, New Delhi.
3.	Kotler Philip. (2013), Marketing Management, Prentice Hall of India Pvt. Ltd., New Delhi.
4.	Chunawalla S. A. and Sethia K. C. (1995), Foundations of Advertising Theory and Practice, 4th edition 1997, Himalaya Publishing House, Mumbai.
5.	On-Line Resources available that can be used as Reference Material
6.	UGC-MOOCs courses: Advertising and Public Relations, Advertising Principles of Marketing, Marketing Management