

SDIET, Faridabad								
Lesson Plan / Teaching Plan / Lecture Plan with Progress : BBA(DM) - 5th Semester : 2025-26								
Course Name (Code) :			Integrated Marketing Communication (BBA/DIMK/504)			Faculty : Ms. Vandana Sharma		
Topics / lectures are arranged in sequence - same - as to be taught in the class. Maintain data related to "Date" in its hard copy.								
S. No.	Lecture No	CO (No)	Topic Description	Teaching Pedagogy	Reference Material	Date		Remarks, if any
						Planned	Actual Delivery	
UNIT-1								
1	1	1	Subject introduction, relevance in the course and desired approach to study the subject.	WhiteBoard	Web Source/Text Book	21.7.25		
2	2	1	Communications Meaning, importance in the market	Projector	Web Source/Text Book	22.7.25		
3	3	1	Communications Process Source, Message, Channel.	Projector	Web Source/Text Book	23.7.25		
4	4	1	Marketing Communications - meaning , features.	Projector	Web Source/Text Book	24.7.25		
5	5	1	Marketing Communications - Process.	Projector	Web Source/Text Book	28.5.25		
6	6&7	1	(AIDA) Model	Projector	Web Source/Text Book	29.5.25/30.7.25		
7	8	1	Role of (AIDA) Model in developing effective marketing communication strategies	WhiteBoard	Web Source/Text Book	4.8.25		
8	9&10	1	Marketing Communication Tools	WhiteBoard	Web Source/Text Book	5.8.25/6.8.25		
9	11 & 12	1	Significance of Marketing Communication Tools/examples of marketing communication	WhiteBoard	Web Source/Text Book	7.8.25/11.8.25		
10	13	1	Revision	WhiteBoard	WhiteBoard	12.8.25		
UNIT-2								
11	14	2	Advertising – Meaning , features and Objectives	WhiteBoard	Web Source/Text Book	13.8.25		
12	15	2	Social, Ethical and Legal aspects of Advertising	WhiteBoard	Web Source/Text Book	14.8.25		
13	16	2	Recent Modes of Advertising – Digital Media, Social Media.	WhiteBoard	Web Source/Text Book	18.8.25		
14	17	2	Recent Modes of Advertising Mobile Advertising.	WhiteBoard	Web Source/Text Book	20.8.25		
15	18	2	Sales Promotion –Types	WhiteBoard	Web Source/Text Book	21.8.25		
16	19&20	2	Sales Promotion –Methods	WhiteBoard	Web Source/Text Book	25.8.25/26.8.25		
17	21	2	Opportunities and Challenges in Sales Promotion.	WhiteBoard	Web Source/Text Book	1.9.25		
18	22	2	Publicity – Meaning, Objectives	WhiteBoard	Web Source/Text Book	2.9.25		
19	23	2	Publicity – Tools	WhiteBoard	Web Source/Text Book	3.9.25		
20	24&25	2	Public Relations – Importance and Strategies to build good Public Relations	WhiteBoard	Web Source/Text Book	4.9.25/9.9.25		
21	26	2	Marketing Communications for Image Management .	WhiteBoard	Web Source/Text Book	11.9.25		
22	27	2	Marketing Communications for Reputation Management.	WhiteBoard	Web Source/Text Book	12.9.25		
UNIT-3								
23	28	3	Media Planning and Strategy. Overview.	Projector	Web Source/Text Book	15.9.25		
24	29	3	Print and support media	Projector	Web Source/Text Book	16.9.25		
25	30&31	3	Mass media & print media.	Projector	Web Source/Text Book	17.9.25/18.9.25		
26	32	3	Newspaper- Classification, Strengths and Limitations	Projector	Web Source/Text Book	22.9.25		
27	33	3	Newspaper Strengths and Limitations	Projector	Web Source/Text Book	23.9.25		
28	34	3	Outdoor media- Types,	Projector	Web Source/Text Book	24.9.25		
29	35	3	Outdoor media merits and demerits.	WhiteBoard	Web Source/Text Book	25.9.25		
30	36	3	Broadcast media- Television strengths and weaknesses	WhiteBoard	Web Source/Text Book	29.9.25/30.9.25		
31	37&38	3	Broadcast media- Radio and Films strengths and weaknesses	WhiteBoard	Web Source/Text Book	1.10.25		
32	39	3	Preparing the media plan	WhiteBoard	Web Source/Text Book	6.10.25		
33	40	3	Steps involved and Problems encountered.	WhiteBoard	Web Source/Text Book	7.10.25		
34	41	3	Advertising Agencies- Types & their function	WhiteBoard	Web Source/Text Book	8.10.25		
35	42&43	3	Role and Services offered by advertising agencies.	WhiteBoard	Web Source/Text Book	9.10.25/13.10.25		
UNIT-4								
36	44	4	Integrated Approach to Marketing Communications	WhiteBoard	Web Source/Text Book	14.10.25		
37	45	4	Role of IMC in Marketing Success;	WhiteBoard	Web Source/Text Book	27.10.25		
38	46	4	Model, Tools Of IMC.	WhiteBoard	Web Source/Text Book	28.10.25		
39	47	4	Budgets and their objectives	WhiteBoard	Web Source/Text Book	29.10.25		
40	48	4	Evaluation of budgets	WhiteBoard	Web Source/Text Book	30.10.25		
41	49	4	The DAGMAR approach.	WhiteBoard	Web Source/Text Book	3.11.25		
42	50	4	Budgeting for Marketing Communications.	Projector	Web Source/Text Book	4.11.25		
43	51	4	Measuring the communication effectiveness	Projector	Web Source/Text Book	6.11.25		
44	52	4	Planning of a Creative Strategy for IMC	Projector	Web Source/Text Book	10.11.25		
45	53	4	Implementation of a Creative Strategy for IMC	Projector	Web Source/Text Book	11.11.25		
46	54	4	Examples of IMC	Projector	Web Source/Text Book	12.11.25		
47	55	4	Recent Trends in IMC.	Whiteboard	Web Source/Text Book	13.11.25		
48	56	4	Revision	Whiteboard		14.11.25		
Study Material / Books / Web-resources / Online Courses Links etc.								
	S. No.	Description						
	1	Belch and Belch, Advertising & Promotion, Tata McGraw Hill Publishing.						
	2	Kotler, Philip, Marketing Management, Prentice – Hall of India.						