

SDIET, Faridabad						
Lesson Plan / Teaching Plan / Lecture Plan with Progress : BBA(IIFSB) - 4th Semester : 2025-26						
Course Name (Code) :		Integrated Marketing Communication (BBG-212-V)			Faculty :	IMS. Vandana Sharma
lectures are arranged in sequence - same - as to be taught in the class. Maintain data related to "Date" in its ha						
S. No.	Lecture No	CO (No)	Topic Description	Teaching Pedagogy	Reference Material	Remarks, if any
UNIT-1						
1	1	1	Subject introduction, relevance in the course and desired approach to study the subject.	WhiteBoard	Web Source/Text Book	
2	2	1	Introduction of Integrated Marketing Communication,	Projector	Web Source/Text Book	
3	3	1	Role of IMC in Marketing	Projector	Web Source/Text Book	
4	4	1	Emerging trends in Integrated Marketing Communication,	Projector	Web Source/Text Book	
5	5	1	Design Thinking Outlook in IMC	Projector	Web Source/Text Book	
6	6	1	Effective Communication	Projector	Web Source/Text Book	
7	7	1	Role of Consumer Behaviour in IMC	WhiteBoard	Web Source/Text Book	
8	8	1	Consumer Decision Making	WhiteBoard	Web Source/Text Book	
9	9	1	Relationship between Consumer Behaviour and IMC	WhiteBoard	Web Source/Text Book	
10	10	1	Role of Persuasion in IMC	WhiteBoard	Web Source/Text Book	
11	11	1	Revision			
12	12	1	Class test			
UNIT-2						
13	13	2	Budgeting	WhiteBoard	Web Source/Text Book	
14	14	2	Budgeting objectives	WhiteBoard	Web Source/Text Book	
15	15	2	IMC as a Strategic Tool	WhiteBoard	Web Source/Text Book	
16	16	2	IMC and Branding,	WhiteBoard	Web Source/Text Book	
17	17	2	Historical Perspective of IMC	WhiteBoard	Web Source/Text Book	
18	18	2	History of Advertising	WhiteBoard	Web Source/Text Book	
19	19	2	Contribution of IMC in Brand Attitude	WhiteBoard	Web Source/Text Book	

20	20	2	Advertising Agencies	WhiteBoard	Web Source/Text Book	
21	21	2	Association of research with IMC	WhiteBoard	Web Source/Text Book	
22	22	2	Advertising Research Methods	WhiteBoard	Web Source/Text Book	
23	23	2	IMC Planning	WhiteBoard	Web Source/Text Book	
24	24	2	Revision			
25	25	2	Class test			
UNIT-3						
26	26	3	Advertising and Marketing Mix	Projector	Web Source/Text Book	
27	27	3	Media Planning	Projector	Web Source/Text Book	
28	28	3	Introduction to Creativity	Projector	Web Source/Text Book	
29	29	3	Creative Elements	Projector	Web Source/Text Book	
30	30	3	Creative Execution in Advertising	Projector	Web Source/Text Book	
31	31	3	Creative Execution in Print Advertising	Projector	Web Source/Text Book	
32	32	3	Sales Promotion & Personal Selling	Projector	Web Source/Text Book	
33	33	3	Revision	WhiteBoard	Web Source/Text Book	
34	34	3	Class test			
35	35	4	Direct Marketing	WhiteBoard	Web Source/Text Book	
36	36	4	Cause Related Marketing	WhiteBoard	Web Source/Text Book	
37	37	4	Public Relations	WhiteBoard	Web Source/Text Book	
38	38	4	Words of Mouth & Corporate Advertising	WhiteBoard	Web Source/Text Book	

39	39	4	The Internet: Digital Marketing	WhiteBoard	Web Source/Text Book	
40	40	4	Social Media Advertising,	WhiteBoard	Web Source/Text Book	
41	41	4	Digital Advertising	Projector	Web Source/Text Book	
42	42	4	Search Engine Optimization	Projector	Web Source/Text Book	
43	43	4	Content Marketing	WhiteBoard	Web Source/Text Book	
44	44	4	Ethics and Marketing Communication	Projector	Web Source/Text Book	
45	45	4	Measuring Effectiveness of IMC	Projector	Web Source/Text Book	
46	46	4	Revision			
47	47		PYQ			
48	48		PYQ			
Course Outcomes (COs)						
	COx	Statement				
	1		Understand the core concepts and significance of Integrated Marketing Communication (IMC) and its evolving role in modern marketing strategies.			
	2		Analyze consumer behavior and decision-making processes to design persuasive and impactful marketing communication strategies.			
	3		Evaluate the effectiveness of various advertising and promotional tools using IMC research methods and measurement techniques.			
	4		Create comprehensive IMC campaigns incorporating branding, digital marketing, public relations, and ethical considerations.			
Study Material / Books / Web-resources / Online Courses Links etc.						
	S. No.	Description				
	1		Semenik, R. J., Allen, C., O'Guinn, T. C., & Kauffmann, H. R. (2012). Advertising and promotions: An integrated brand approach. China: Couth-Western Cengage Learning.			
	2		Belch, G.E., & Belch, M.A. (2017). Advertising and Promotion: An Integrated Marketing Communications Perspective (11th Ed.). McGraw Hill Higher Education			

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Lesson Plan / Teaching Plan / Lecture Plan with Progress : BBA(IIFSB) - 4th Semester : 2025-26

Course Name (Code) : Integrated Marketing Communication (BBG-212-V)

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

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