

Course Name (Code) : INTEGRATED MARKETING COMMUNICATION (BBG-212-V)					
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	Topic Description	Teaching Pedagogy	Reference Material	Remarks, if any
1	1	Introduction of Integrated Marketing Communication	WHITE BOARD	T2 & NOTES	
2	2	Role of IMC in Marketing	WHITE BOARD	T2 & NOTES	
3	3	Emerging trends in Integrated Marketing Communication	WHITE BOARD	T2 & NOTES	
4	4	Design Thinking Outlook in IMC	WHITE BOARD	T2 & NOTES	
5	5	Effective Communication	WHITE BOARD	T2 & NOTES	
6	6	Role of Consumer Behaviour in IMC	WHITE BOARD	T2 & NOTES	
7	7	Consumer Decision Making	WHITE BOARD	T2 & NOTES	
8	8	Relationship between Consumer Behaviour and IMC	WHITE BOARD	T2 & NOTES	
9	9	Role of Persuasion in IMC	WHITE BOARD	T2 & NOTES	
10	10	CASE STUDY			
11	11	CASE STUDY			
12	12	Objectives, Budgeting, and IMC as a Strategic Tool	WHITE BOARD / PPT	T2 & NOTES	
13	13	IMC and Branding	WHITE BOARD / PPT	T2 & NOTES	
14	14	Historical Perspective of IMC, History of Advertising	WHITE BOARD / PPT	T2 & NOTES	
15	15	Contribution of IMC in Brand Attitude	WHITE BOARD / PPT	T2 & NOTES	
16	16	Advertising Agencies	WHITE BOARD / PPT	T2 & NOTES	
17	17	Association of research with IMC	WHITE BOARD / PPT	T2 & NOTES	
18	18	Advertising Research Methods and IMC Planning	WHITE BOARD / PPT	T2 & NOTES	
19	19	Advertising and Marketing Mix	WHITE BOARD / PPT	T2 & NOTES	
20	20	Media Planning, Introduction to Creativity	WHITE BOARD / PPT	T2 & NOTES	
21	21	Creative Elements, Creative Execution in Advertising	WHITE BOARD / PPT	T2 & NOTES	
22	22	Creative Execution in Print Advertising	WHITE BOARD / PPT	T2 & NOTES	
23	23	Sales Promotion & Personal Selling	WHITE BOARD	T2 & NOTES	
24	24	CASE STUDY			
25	25	CASE STUDY			
26	26	Direct Marketing, Cause Related Marketing, Public Relations, Words of Mouth & Corporate Advertising	WHITE BOARD	T2 & NOTES	
27	27	The Internet: Digital Marketing and Social Media Advertising	WHITE BOARD	T2 & NOTES	
28	28	Digital Advertising, Search Engine Optimization	PPT	T2 & NOTES	
29	29	Content Marketing	PPT	T2 & NOTES	
30	30	Ethics and Marketing Communication	PPT	T2 & NOTES	
31	31	Measuring Effectiveness of IMC	WHITE BOARD	T2 & NOTES	

Study Material / Books / Web-resources / Online Courses Links etc.

S. No.	BOOKS
1	Semenik, R. J., Allen, C., O'Guinn, T. C., & Kaufmann, 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.
3	Kotler, P., & Keller, K. L. (2017). Marketing management. (15th Ed.). Pearson India
4	Ries, A., & Trout, J. (2001). Positioning: The battle for your mind. New York: McGraw-Hill.