

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	Topic Description	Teaching Pedagogy	Reference Material	Remarks, if any
UNIT-1					
1	1	Subject introduction, relevance in the course and desired approach to study the subject.	WhiteBoard		
2	2	Communications Meaning, importance in the market	Projector	Web Source/Text Book	
3	3	Communications Process Source, Message, Channel.	Projector	Web Source/Text Book	
4	4	Marketing Communications - meaning , features.	Projector	Web Source/Text Book	
5	5	Marketing Communications - Process.	Projector	Web Source/Text Book	
6	6&7	(AIDA) Model	Projector	Web Source/Text Book	
7	8	Role of (AIDA) Model in developing effective marketing communication strategies	WhiteBoard	Web Source/Text Book	
8	9&10	Marketing Communication Tools	WhiteBoard	Web Source/Text Book	
9	11 & 12	Significance of Marketing Communication Tools/examples of marketing communication	WhiteBoard	Web Source/Text Book	
10	13	Revision	WhiteBoard	WhiteBoard	
UNIT-2					
11	14	Advertising – Meaning , features and Objectives	WhiteBoard	Web Source/Text Book	
12	15	Social, Ethical and Legal aspects of Advertising	WhiteBoard	Web Source/Text Book	
13	16	Recent Modes of Advertising – Digital Media, Social Media.	WhiteBoard	Web Source/Text Book	
14	17	Recent Modes of Advertising Mobile Advertising.	WhiteBoard	Web Source/Text Book	
15	18	Sales Promotion –Types	WhiteBoard	Web Source/Text Book	
16	19&2	Sales Promotion –Methods	WhiteBoard	Web Source/Text Book	
17	21	Opportunities and Challenges in Sales Promotion.	WhiteBoard	Web Source/Text Book	
18	22	Publicity – Meaning, Objectives	WhiteBoard	Web Source/Text Book	
19	23	Publicity – Tools	WhiteBoard	Web Source/Text Book	
20	24&25	Public Relations – Importance and Strategies to build good Public Relations	WhiteBoard	Web Source/Text Book	
21	26	Marketing Communications for Image Management .	WhiteBoard	Web Source/Text Book	
22	27	Marketing Communications for Reputation Management.	WhiteBoard	Web Source/Text Book	
UNIT-3					
23	28	Media Planning and Strategy. Overview.	Projector	Web Source/Text Book	
24	29	Print and support media	Projector	Web Source/Text Book	
25	30&3	Mass media & print media.	Projector	Web Source/Text Book	
26	32	Newspaper- Classification, Strengths and Limitations	Projector	Web Source/Text Book	
27	33	Newspaper Strengths and Limitations	Projector	Web Source/Text Book	
28	34	Outdoor media- Types,	Projector	Web Source/Text Book	
29	35	Outdoor media merits and demerits.	WhiteBoard	Web Source/Text Book	
30	36	Broadcast media- Television strengths and weaknesses	WhiteBoard	Web Source/Text Book	
31	8	weaknesses	WhiteBoard	Web Source/Text Book	

32	39	Preparing the media plan	WhiteBoard	web Source/text Book	
33	40	Steps involved and Problems encountered.	WhiteBoard	Web Source/Text	
34	41	Advertising Agencies- Types & their function	WhiteBoard	Web Source/Text	
35	42	Role and Services offered by advertising agencies.	WhiteBoard	web Source/text Book	
UNIT-4					
36	44	Integrated Approach to Marketing Communications	WhiteBoard	web Source/text Book	
37	45	Role of IMC in Marketing Success;	WhiteBoard	web Source/text Book	
38	46	Model, Tools Of IMC.	WhiteBoard	web Source/text Book	
39	47	Budgets and their objectives	WhiteBoard	web Source/text Book	
40	48	Evaluation of budgets	WhiteBoard	web Source/text Book	
41	49	The DAGMAR approach.	WhiteBoard	web Source/text Book	
42	50	Budgeting for Marketing Communications.	Projector	web Source/text Book	
43	51	Measuring the communication effectiveness	Projector	Web Source/Text	
44	52	Planning of a Creative Strategy for IMC	Projector	web Source/text Book	
45	53	Implementation of a Creative Strategy for IMC	Projector	Web Source/Text	
46	54	Examples of IMC	Projector	web Source/text Book	
47	55	Recent Trends in IMC.	Whiteboard	web Source/text Book	
48	56	Revision	Whiteboard		
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.			