

SATYUG DARSHAN INSTITUTE OF ENGINEERING & TECHNOLOGY, FARIDABAD					
Department of Management Studies					
Lesson Plan: BBA DM		Semester : 4	2025-26		
(Code) :	Integraeted Marketing Communication BBG-212-V		Faculty : Ms Chitrakashi Hooda		
hard copy.					
S. No.	Lecture No	Topic Description	Teaching Pedagogy	Reference Material	Remarks, if any
1	1	Introduction of Integrated Marketing Communication	PPT		
2	2	Role of IMC in Marketing	PPT		
3	3	Emerging trends in Integrated Marketing Communication	PPT		
4	4	Emerging trends in Integrated Marketing Communication	PPT		
5	5	Design Thinking Outlook in IMC	PPT		
6	6	Effective Communication	PPT		
7	7	Role of Consumer Behaviour in IMC	PPT		
8	8	Consumer Decision Making	PPT		
9	9	Relationship between Consumer Behaviour and IMC	PPT		
10	10	Relationship between Consumer Behaviour and IMC	PPT		
11	11	Role of Persuasion in IMC.	PPT		
12	12	case study	PPT		
13	13	Revision	PPT		
14	14	Revision	PPT		
15	15	class test	PPT		
16	16	Objectives	PPT		
17	17	Budgeting	PPT		
18	18	IMC as a Strategic Tool	PPT		
19	19	IMC and Branding	PPT		
20	20	Historical Perspective of IMC	PPT		
21	21	History of Advertising	PPT		
22	22	Contribution of IMC in Brand Attitude	PPT		
23	23	Advertising Agencies,	PPT		
24	24	Association of research with IMC	PPT		
25	25	Advertising Research Methods	PPT		
26	26	IMC Planning.	PPT		
27	27	Revision test (PYQ)	PPT		
28	28	class test	PPT		
29	29	Advertising	PPT		
30	30	Marketing Mix	PPT		
31	31	Media Planning	PPT		
32	32	Introduction to Creativity	PPT		
33	33	Creative Elements	PPT		
34	34	Creative Execution in Advertising	PPT		
35	35	Creative Execution in Print Advertising	PPT		
36	36	Sales Promotion	PPT		
37	37	Personal Selling	PPT		
38	38	Revision	PPT		
39	39	class test	PPT		
40	40	Direct Marketing	PPT		
41	41	Cause Related Marketing,	PPT		
42	42	Public Relations	PPT		
43	43	Words of Mouth	PPT		
44	44	Corporate Advertising	PPT		
45	45	The Internet: Digital Marketing and Social Media Advertising,	PPT		
46	46	Digital Advertising, Search Engine Optimization,	PPT		
47	47	Content Marketing,	PPT		
48	48	Ethics and Marketing Communication	PPT		
49	49	Measuring Effectiveness of IMC.	PPT		
50	50	Revision test	PPT		
51	51	Ques bank discussion	PPT		
52	52	class test of unit 3,4	PPT		
53	53	class test of unit 1,2	PPT		
54	54	Ques answer bank discussion	PPT		
55	55	Ques answer bank discussion	PPT		

Course Outcomes (COs)					
	COx				
	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.				
	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.			