

INTEGRATED MARKETING COMMUNICATIONS

1. Concept and Process of Integrated Marketing Communications (IMC):

Elements of IMC & Developing respective communication campaign (4& 2)

- a) Advertising – Classification of advertising, types, advertising appropriation, advertising campaigns
- b) Sales Promotion – Different types of Sales Promotion, relationship between Sales promotion and advertising
- c) Publicity – Types of Publicity, relationship between advertising and publicity
- d) Personal Selling
- e) Direct marketing and direct response methods
- f) Event Management
- g) Crisis Management
- h) Trade Fairs and Exhibitions

2. Corporate Communication and Public Relations – Types of PR- Media relations- Community relations- Industrial relations and Government relations. Employee relations (House Journals / Newsletter)

3. IMC Message Design: AIDA model Considerations for creative idea Visualization.

4. Media Management - Media Process - Media Jargons - Media Buying -Strategies and execution.

5. Suppliers in IMC: Hoarding Contractors/Printers etc., Ad. Agency – Departments of Ad. Agency, Client Servicing-client Agency relationship, account Planning.

6. Ethics and social responsibility in IMC campaigns.

7. Evaluating Marketing Communication Programs

8. Introduction to E-Commerce: Future of e- Marketing.

Books Recommended:-

1. Integrated Marketing Communications - Kenneth Clown& Donald Bach
2. Advertising and Promotions - Belch & Belch, Tata McGraw Hill
3. Advertising Management - Rajeev Batra, John G.Myers & David A Aaker-PHI
4. Otto Kleepner's advertising Procedure - PH
5. International Edition - Contemporary Advertising Irwin/McGraw –Hill
6. Integrated Marketing Communications - Duncon- TMH
7. Foundations of Advertising Theory & Practice- S.A.Chunawalla & K.C.Sethia-Himalaya Publishing
8. e-Marketing: Strass, El-Ansary, Frost