

**ST. JOSEPH'S COLLEGE OF COMMERCE (AUTONOMOUS)  
DEPARTMENT OF COMMERCE**

**TEACHING LESSON PLAN FOR INTEGRATED MARKETING COMMUNICATIONS  
(EL 15 MK 605)**

**B.Com/ BBA/ B.Com TT - VI Semester (November 2018 to March 2019)**

**Subject Objective:** To facilitate incorporation of basic practices and concepts of company management and formative knowledge of Companies Law.

**Description of learning goals / objectives:**

1. *Time/hours required* – 60 hrs
2. *Process* – Lecture method, Case study references, Analysis of various amendments and current affairs.
3. *Output* – understanding the Process and laws pertaining to practice of Company Law and the role of Company Secretary
4. *Assessment (CIA):* Short review projects, Case-analysis, Presentation, Current-affairs, Viva, etc.....

**Lesson Plan Framework (Module Wise)**

<b>Module/ Title/ Hours</b>	<b>Topics for student Preparation</b>	<b>Procedure</b>	<b>Learning outcome</b>	<b>Assessment</b>
<b>Module 1:</b> <i>Concept and Process of Integrated Marketing Communications (IMC)</i> <b>10 hours</b>	Introduction to IMC and the Communication Process: Evolution Of IMC and reasons for its growth - IMC Planning Process, Role of IMC in Marketing Process-Elements of IMC - Advertising, Sales Promotion -Types, relationship between advertising and sales promotion, Publicity - Types and relationship between advertising and	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Case study analysis</li> <li>• Team project</li> </ul>	Understanding the background to advertising and establishing a connect to IMC	Multiple - Choice Questions/ Guess the following /definition/meaning/ etc.

	publicity - Personal selling, Direct Marketing, Event Management, E-Commerce, Public Relations, Interactive Marketing - Push Advertising - New Trends in IMC - India & International Perspective.			
<b>Module 2 :</b> <i>Integrated Marketing Communications</i> - Advertising Tools <b>15 hours</b>	Advertising Definitions, Concepts, Role & Functions - Role of Advertising Agencies - Role & Functions - Selection of Ad Agency - Advertising Budget Planning Process & Importance - Approaches to Setting Budgets with calculations - DAGMAR Approach -Creativity in Advertising - Creative Brief, Process & Strategies - The art of copywriting; Advertising Copy Testing; Creative Strategy Implementation & Evaluation.	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Analysis of procedures</li> <li>• Team project</li> </ul>	Understanding the working of advertising agencies and at the clientele	Multiple - Choice Questions/ Guess the following/ Match the correct document or theory/ definition/ meaning/ etc.
<b>Module 3:</b> <i>Integrated Marketing Communications</i> - Media Tools <b>12 hours</b>	Media Planning & Strategy - Media Channels and Channel Factors - Comparison of various Media - Media Selection - Media Mix -Media	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Case study analysis</li> <li>• Team project</li> </ul>	Understanding the Intricacies pertaining to having varied combinations of media tools and evaluation of the same	Multiple - Choice Questions/ Guess the following Match the correct relationship/ instrument/ definition/ meaning/ etc.

	Buying, Strategies and Execution; Interactive Marketing - Online Advertising - Social Media Networks - Media Spiralling - Alternate Marketing and Media Venues.			
<b>Module 4 :</b> <i>Integrated Marketing Communications</i> -Promotional Tools <b>08 hours</b>	Promotional Tools in IMC - Comparison and Suitability of various Promotional Tools -Direct Response Marketing - Database Marketing Management; Personal Selling - Role and Functions & Process of Personal Selling; Sales Promotion -Importance and Types - Sales Promotion Strategies -Trade Promotion Strategies .	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Case study analysis</li> <li>• Team project</li> </ul>	Understanding the importance and appreciating Promotion and personal selling	Multiple - Choice Questions/Match the correct sections/definition /meaning/ etc.
<b>Module 5:</b> <i>Integrated Marketing Communications</i> -Public Relations & Publicity Tools <b>08 hours</b>	Public Relations and Publicity - Identifying Stakeholders in PR - Role of and PR Functions - Tools of PR and suitability - Forms of Publicity; Sponsorship-Objectives and Forms; Event Marketing - Objectives - Event Promotion - Cross Promotions.	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Case study analysis</li> <li>• Team project</li> </ul>	Evaluation	Multiple - Choice Questions/ Various Company KMP analysis/Case-reviews/ etc.
<b>Module 6:</b> <i>Integrated Marketing</i>	Evaluating Marketing Communication	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Case study analysis</li> </ul>	Evaluation of Marketing	Multiple - Choice Questions/

Communications -Evaluation & Ethics 07 hours	Programme -Measuring Effectiveness of the Promotional Program & Evaluating Social, Ethical and Economic Aspects; Advertising and Promotion Ethics; Advertising and Children; Social and Cultural consequences of advertising, criticism of advertising Stereotypes.	<ul style="list-style-type: none"> <li>Team project</li> </ul>	Communication Programme	Various Company report analysis/Case-reviews/ etc.
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### LESSON PLAN FRAMEWORK (HOUR-WISE):

**Subject Name:** Company Law and Secretarial Practice

**Lecture Hours:** 60

Sl. No	Unit & Objectives	No. Of Lecture Hours	Methodology/ Instructional Techniques	Evaluation/ Learning Confirmation
<b>Module 1:</b>	<b>Concept and Process of Integrated Marketing Communications (IMC)</b>	<b>10 Hrs</b>		
1.	Introduction to IMC and the Communication Process	1	Lecture and illustrations	Question and answer
2.	Evolution Of IMC and reasons for its growth - IMC Planning Process	1	Lecture and illustrations	Question and answer
3.	Role of IMC in Marketing Process-Elements of IMC - Advertising, Sales Promotion	1	Lecture and illustrations	Illustrations
4.	Types, relationship between advertising and sales promotion, Publicity - Types and relationship between advertising and publicity	1	Lecture and illustrations	Question and answer
5.	Personal selling, Direct Marketing, Event Management, E-Commerce, Public Relations, Interactive Marketing - Push Advertising - New Trends in IMC - India & International Perspective.	1	Lecture and illustrations	Question and answer
6.	Revision/repetition of chapter/ Cases/ examples	1	Questions/viva	Tests
<b>Module - 2:</b>	<b>Integrated Marketing Communications - Advertising Tools</b>	<b>15 Hrs</b>		

1.	Advertising Definitions, Concepts, Role & Functions - Role of Advertising Agencies	1	Lecture and illustrations	Question and answer
2.	Role & Functions - Role of Advertising Agencies	2	Lecture and illustrations	Question and answer
3.	Role & Functions	1	Lecture and illustrations	Question and answer
4.	Selection of Ad Agency	1	Lecture and illustrations	Question and answer
5.	Advertising Budget Planning Process & Importance	2	Lecture and illustrations	Question and answer
6.	Approaches to Setting Budgets with calculations	1	Lecture and illustrations	Question and answer
7.	DAGMAR Approach	1	Lecture and illustrations	Question and answer
8.	Creativity in Advertising	1	Lecture and illustrations	Question and answer
9.	Creative Brief, Process & Strategies	1	Lecture and illustrations	Question and answer
10.	The art of copywriting	1	Lecture and illustrations	Question and answer
11.	Advertising Copy Testing	1	Lecture and illustrations	Question and answer
12.	Creative Strategy Implementation & Evaluation	1	Lecture and illustrations	Question and answer
13.	Revision/repetition of chapter/ Cases/ examples	1	Questions/viva	Tests
<b>Module - 3</b>	<b>Integrated Marketing Communications - Media Tools</b>	<b>12 Hrs</b>		
1.	Media Planning & Strategy	1	Lecture and illustrations	Question and answer
2.	Media Channels and Channel Factors	1	Lecture and illustrations	Question and answer
3.	Comparison of various Media	1	Lecture and illustrations	Question and answer
4.	Media Selection	1	Lecture and illustrations	Question and answer
5.	Media Mix	1	Lecture and illustrations	Question and answer
6.	Media Buying, Strategies and Execution	1	Lecture and illustrations	Question and answer
7.	Interactive Marketing	1	Lecture and illustrations	Question and answer
8.	Online Adverting	1	Lecture and illustrations	Question and answer
9.	Social Media Networks	1	Lecture and illustrations	Question and answer

10.	Media Spiraling	1	Lecture and illustrations	Question and answer
11.	Alternate Marketing and Media Venues.	1	Lecture and illustrations	Question and answer
12.	Revision/summary of chapter/ Cases/ examples	1	Questions/viva	Tests
<b>Module - 4: Integrated Marketing Communications -Promotional Tools</b>		<b>08 Hrs</b>		
1.	Promotional Tools in IMC	2	Lecture and illustrations	Question and answer
2.	Comparison and Suitability of various Promotional Tools	4	Lecture and illustrations	Question and answer
3.	Direct Response Marketing	1	Lecture and illustrations	Question and answer
4.	Database Marketing Management	1	Lecture and illustrations	Question and answer
5.	Personal Selling – Role and Functions & Process of Personal Selling;	1	Lecture and illustrations	Question and answer
6.	Sales Promotion -Importance and Types -			
7.	Sales Promotion Strategies -Trade Promotion Strategies .			
8.	Summary/ test/ examples and case studies	1	Questions/viva	Tests
<b>Module - 5: Integrated Marketing Communications -Public Relations &amp; Publicity Tools</b>		<b>08 Hrs</b>		
1.	Public Relations and Publicity	1	Lecture and illustrations	Question and answer
2.	Identifying Stakeholders in PR - Role of and PR Functions -	1	Lecture and illustrations	Question and answer
3.	Tools of PR and suitability -	1	Lecture and illustrations	Question and answer
4.	Forms of Publicity;	1	Lecture and illustrations	Question and answer
5.	Sponsorship-Objectives and Forms	1	Lecture and illustrations	Question and answer
6.	Event Marketing - Objectives	1	Lecture and illustrations	Question and answer
7.	Event Promotion - Cross Promotions	1	Lecture and illustrations	Question and answer
8.	Summary/case study/ Revision	1	Questions/viva	Tests
<b>Module - 6: Integrated Marketing Communications -Evaluation &amp; Ethics</b>		<b>07 Hrs</b>		
1.	Evaluating Marketing Communication Programme	1	Lecture and illustrations	Question and answer
2.	Measuring Effectiveness of the Promotional	1	Lecture and illustrations	Question and answer

3.	Program & Evaluating Social, Ethical and Economic Aspects	1	Lecture and illustrations	Question and answer
4.	Advertising and Promotion Ethics;	1	Lecture and illustrations	Question and answer
5.	Advertising and Children	1	Lecture and illustrations	Question and answer
6.	Social and Cultural consequences of advertising,	1	Lecture and illustrations	Question and answer
7.	Criticism of advertising Stereotypes	1	Lecture and illustrations	Question and answer
8.	Summary/case study/ Revision	1	Questions/viva	Tests
<b>Total Hours</b>		<b>60hrs</b>		

**Objective:** to develop the skill-set among students on advertisement & integrating all other promotion tools and give a window view of expectations set on promotions.

**Continuous Internal Assessment:**

**CIA 1:** Assignment based assessment: 17<sup>th</sup> December & 23<sup>rd</sup> December 2018

**CIA 2:** Assignment based assessment: 4<sup>th</sup> & 11<sup>th</sup> February 2019

**Books for reference:**

- ❖ Don E. Schultz, Stanley I. Tannenbaum, Robert F. Lauterborn; *The New Marketing Paradigm: Integrated Marketing Communications*; McGraw Hill Professional, 1994
- ❖ Kenneth Blown & Donald Baack, *Integrated Marketing Communications PHI*, 2002
- ❖ Belch & Celch, *Advertising and Promotions - Tata McGraw Hill* 2001
- ❖ Duncon, *Integrated Marketing Communications -TMH*
- ❖ Bowee, Hill, Dowell, Wood: *Advertising Excellence*.
- ❖ Chunawalla & K. C. Sethia: *Foundations of Advertising, Theory and Practice*, Himalaya Publishing House.
- ❖ Nigel Morgan and Annette Pritchard: *Advertising in Tourism Leisure*.
- ❖ David Ogilvy: *Ogilvy on Advertising*, Prion Publications, London.
- ❖ Kazmi S.H. & Satish Batra: *Advertising and Sales Promotion*.
- ❖ Mahendra Mohan: *Advertising Management, Concepts and cases*; Tata McGraw Publishing Co. Ltd. New Delhi.
- ❖ Rajeev Batra, John E Myers, David Aaker: *Advertising Management, Fifth Edition*, Pearson Education.

*Prepared by:-  
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