

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 2017 to March 2018)

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)

Module/ Title/ Hours	Topics for student Preparation	Procedure	Learning outcome	Assessment
Module 1: <i>Concept and Process of Integrated Marketing Communications (IMC)</i> 10 hours	Module 1: Introduction to Management and History of Management Thought 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	<ul style="list-style-type: none"> • Lecture • Case study analysis • Team project 	Understanding the background to advertising and establishing a connect to IMC	Multiple - Choice Questions/ Guess the following /definition/meaning/ etc.

	advertising and publicity - Personal selling, Direct Marketing, Event Management, E-Commerce, Public Relations, Interactive Marketing - Push Advertising - New Trends in IMC - India & International Perspective.			
Module 2 : <i>Integrated Marketing Communications</i> - Advertising Tools 15 hours	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"> • Lecture • Analysis of procedures • Team project 	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.
Module 3: <i>Integrated Marketing Communications</i> - Media Tools	Media Planning & Strategy - Media Channels and Channel Factors - Comparison of	<ul style="list-style-type: none"> • Lecture • Case study analysis • Team project 	Understanding the Intricacies pertaining to having varied combinations of media tools and	Multiple - Choice Questions/ Guess the following Match the correct relationship/instru

<p>12 hours</p>	<p>various Media - Media Selection - Media Mix -Media Buying, Strategies and Execution; Interactive Marketing - Online Adverting - Social Media Networks - Media Spiralling - Alternate Marketing and Media Venues.</p>		<p>evaluation of the same</p>	<p>ment/ definition/m eaning/ etc.</p>
<p>Module 4 : <i>Integrated Marketing Communications</i> <i>-Promotional Tools</i> 08 hours</p>	<p>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 .</p>	<ul style="list-style-type: none"> • Lecture • Case study analysis • Team project 	<p>Understanding the importance and appreciating Promotion and personal selling</p>	<p>Multiple - Choice Questions/Match the correct sections/ definition /meaning/ etc.</p>
<p>Module 5: <i>Integrated Marketing Communications</i> <i>-Public Relations & Publicity Tools</i> 08 hours</p>	<p>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 -</p>	<ul style="list-style-type: none"> • Lecture • Case study analysis • Team project 	<p>Evaluation</p>	<p>Multiple - Choice Questions/ Various Company KMP analysis/Case- reviews/ etc.</p>

	Objectives - Event Promotion - Cross Promotions.			
Module 6: <i>Integrated Marketing Communications -Evaluation & Ethics</i> 07 hours	Evaluating Marketing Communication 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"> • Lecture • Case study analysis • Team project 	Evaluation of Marketing Communication Programme	Multiple - Choice Questions/ Various Company report analysis/Case-reviews/ etc.

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
Module 1:	Concept and Process of Integrated Marketing Communications (IMC)	10 Hrs		
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
Module - 2:	Integrated Marketing Communications - Advertising Tools	15 Hrs		
1.	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.	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	Question and

			illustrations	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
Module - 3	Integrated Marketing Communications - Media Tools	12 Hrs		
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
Module - 4:	Integrated Marketing Communications - Promotional Tools	08 Hrs		
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
Module - 5:	Integrated Marketing Communications -Public Relations & Publicity Tools	08 Hrs		
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
Module - 6:	Integrated Marketing Communications - Evaluation & Ethics	07 Hrs		
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
Total Hours		60hrs		

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: 16th December & 20th December 2017*

CIA 2: Assignment based assessment: 3rd & 10th February 2018

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 & Belch, *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:-

Mr. Mohammed Ashfaque