

Teaching Manual
Department of Mass Communication & New Media
Central University of Jammu

Course No: MCNM-306

Title: Integrated Marketing Communication

Total Credits: 4

Total Lectures= 55

	Day/ Week	Title of Topic to be taught	No. of Hours/ Days per topic	Suggestive Readings
Ist Week	I	Evolution of IMC – from product to brand to branding IMC – a shift away from the traditional 4Ps of marketing	4 Lectures	Clow, Kenneth E. and Baack, Donald. (2003), Integrated Advertising, Promotion, and Marketing Communications, Prentice Hall of India, New Delhi.
	II			
	III			
	IV			
	V	Case Study Discussion	1 Hour	
IInd Week	I	Does IMC have a sound theoretical base or is only tactical? The importance of IMC	4 Lectures	Clow, Kenneth E. and Baack, Donald. (2003), Integrated Advertising, Promotion, and Marketing Communications, Prentice Hall of India, New Delhi.
	II			
	III			
	IV			
	V	Class Presentation	1 Hour	
IIIrd Week	I	Brand consumer relationship Reaching out to customers and prospects	4 Lectures	Jethwaney, J. And Jain, Shruti. (2012). Advertising Management, Oxford University Press, New Delhi.
	II			
	III			
	IV			
	V	Seminar/ Assessment	1 Hour	

	Day/ Week	Title of Topic to be taught	No. of Hours/ Days per topic	Suggestive Readings
IVth Week	I	Target Audience segmentation Integrated use of media options/media mix and costing	4 Lectures	Schultz, Don E. Tannenbaum , Stanley I. and Lauterborn, Robert F. (2000). Integrated Marketing Communications: Putting It Together & Making it Work, Mc Graw Hill.
	II			
	III			
	IV			
	V	Case Study Discussion	1 Hour	
	I	Promotions opportunity analysis Competitive analysis Opportunity analysis	4 Lectures	Clow, Kenneth E. and Baack, Donald. (2003), Integrated Advertising, Promotion, and Marketing Communications, Prentice Hall of India, New Delhi.
	II			
	III			
	IV			
	V	Class Presentation	1 Hour	
VIth Week	I	Target market analysis Customer analysis Positioning analysis	4 Lectures	Pickton D & Broderick A. (2004). Integrated Marketing Communications, Prentice Hall.
	II			
	III			
	IV			
	V	Seminar/ Assessment	1 Hour	
VIIth Week	I	Message Action Plan Planning message delivery and content	4 Lectures	Kotler, Philip and Keller, Kevin Lane. (2009). A Framework for Marketing Management, Prentice Hall.
	II			
	III			
	IV			
	V	Case Study Discussion	1 Hour	
VIIIth Week	I	IMC efforts to brand equity and scaling shareholder value	4 Lectures	Fill, C. (2009). Marketing Communications: Interactivity, Communities and Content, Prentice Hall.
	II			
	III			
	IV			
	V	Class Presentation	1 Hour	

	Day/ Week	Title of Topic to be taught	No. of Hours/ Days per topic	Suggestive Readings
IXth Week	I	Case studies in IMC Barriers, challenges and opportunities in IMC	4 Lectures	Kotler, Philip and Keller, Kevin Lane. (2009). A Framework for Marketing Management, Prentice Hall. Schultz, Don E. Tannenbaum , Stanley I. and Lauterborn, Robert F. (2000). Integrated Marketing Communications: Putting It Together & Making it Work, Mc Graw Hill.
	II			
	III			
	IV			
	V	Seminar/ Assessment	1 Hour	
Xth Week	I	Islands of communication within organizational structure Communication not seen as bottom- line return on investment	4 Lectures	Kotler, Philip and Keller, Kevin Lane. (2009). A Framework for Marketing Management, Prentice Hall. Schultz, Don E. Tannenbaum , Stanley I. and Lauterborn, Robert F. (2000). Integrated Marketing Communications: Putting It Together & Making it Work, Mc Graw Hill.
	II			
	III			
	IV			
	V	Class Presentation	1 Hour	
XIth Week	I	Opportunities: managing multiple communications partners and measurement of the effectiveness of each medium individually and the mix as a whole	4 Lectures	Clow, Kenneth E. and Baack, Donald. (2003), Integrated Advertising, Promotion, and Marketing Communications, Prentice Hall of India, New Delhi. Pickton D & Broderick A. (2004). Integrated Marketing Communications, Prentice Hall.
	II			
	III			
	IV			
	V	Seminar/ Assessment	1 Hour	

❖ One tutorial per week will be taken by concerned faculty as per the availability of classes.