

K L UNIVERSITY
SCHOOL OF MANAGEMENT SCIENCES
SEMESTER – III
Course Code: KLMB MM 506
INTEGRATED MARKETING COMMUNICATION

UNIT-1: Integrated Marketing Communications (IMC), Role of IMC in Marketing, Integrated Marketing Program analysis, Communication Process,

UNIT- II: Promotion opportunity Analysis, Establishing Marketing Communication Objectives, IMC tools, Advertising Planning and Research, Media Selection, Advertising Hierarchy of Effects, Types of Advertising Appeals.

UNIT- III Advertising Design Message Strategies, Executional Frame works, Sources and Spokes persons, Media Planning, Achieving Advertising objectives; IMC Promotional tools: Types of Trade & Consumer promotions, Objectives of Trade Promotion

UNIT-IV Personal Selling, Data Base Marketing, Retail sales and B-2-B personal Selling, New trends in B2B personal selling process, Customer Relationship marketing, Direct Marketing, Permission Marketing

UNIT- V Public Relations Function, Identifying Stake Holders, Auditing Corporate Social Responsibility, Sponsor ships, Event Marketing, Marketing Communication Regulations, Internet Marketing, IMC for Small Business, Evaluating IMC program effectiveness

Text Book:

- Clow & Baack, Integrated Advertising, Promotion, and Marketing Communications, 3rd Edition, Pearson, New Delhi

Reference Books:

1. George E Belch & Michael A. Belch, Advertising and Promotion, 6th Edition, TMH, New Delhi
2. Kruti Shah, Desouza Advertising & Promotion: An IMC perspective, TMH, New Delhi
3. Joe Cappel, The Future of Advertising, 2003, TMH New Delhi
4. Aaker, David A. etc., Advertising Management, 4th ed., Prentice Hall of India, New Delhi, 1985.
5. Kazmi, Advertising & Sales Promotion, Excel Books, New Delhi
6. Belch, George E and Belch, Michael A. Introduction to Advertising and Promotion. 3rd ed., Chicago, Irwin, 1995.
7. Borden, William H. Advertising. New York, John Wiley, 1981.
8. Hard, Norman. The practice of Advertising, Oxford, Butterworth Heinemann, 1995.