



# Advertising and Integrated Marketing Communication

Full Credit (3 credits) course for PGDM Term V (2019-21)

Session Duration: 60 Minutes per session

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<b>Consulting hours</b>	:	2:30 pm to 5:30 pm [subject to availability]

## Course Introduction:

The field of advertising management is made up of a system of interacting systems and organizations— all of which play an important part in the advertising process. At the core of the system are the advertisers – the organizations that provide the financial support for advertising. Supporting them are a host of other agencies – advertising agencies, media buying agencies, media scheduling agencies, digital marketing agencies – who make it possible for the intended message to be carried via a plethora of mediums to the desired target audience. Advertising Management is heavily focused on the analysis, planning, control and decision making activities of the advertisers. All forms of marketing communications (marcom) has to be integrated together with the promotional mix elements and with the brand’s marketing mix such that all speak with one voice. This is known as Integrated Marketing Communication.

## Course Objectives:

The specific objectives of the course are:

- To understand the advertising management process
- To understand Advertising agencies and advertising departments
- To understand and implement the Media strategy
- To understand the marcom process
- To understand promotional aspects of 4P

## Course Pedagogy:

The teaching methodology will be a combination of classroom lectures which should encourage active student participation, case discussions (by the entire class), and debates discussed by the entire class. The topic for the debates and related readings are mentioned in the session plan. Learning will further be reinforced by quizzes, assignment questions on cases, and a final examination.

The following books are being referred for the course. However, as this is an elective course, it is expected that the students will make use of other materials which will be prescribed from time to time. Students are advised to read newspapers and business magazines of their choice on a regular basis to augment the classroom learning.

## Text Book:

1. Batra, R., Myers, J., & Aaker, D. (2009). Advertising Management (5th ed.). New Delhi: Dorling Kindersley (India).

2. Shimp, Terence A., Andrews, Craig J. (2013). Advertising, Promotion, and other aspects of Integrated Marketing Communications (9<sup>th</sup> Ed.). Cengage Learning, Delhi.

**Companion Book**

1. Semenik, R., Allen, C., O'Guinn, T., & Kaufmann, H. (2014). Advertising and Promotions: An Integrated Brand Approach (6th ed.). Delhi: Cengage Learning.

**Reference Books:**

1. Khan, M. (2006). Consumer Behaviour and Advertising Management. New Delhi: Daryaganj.
2. Belch, G. & Belch, M. (2001). Advertising and promotion. Boston, Mass.: Irwin/McGraw-Hill.
3. Moriarty, S., Mitchell, N., & Wells, W. (2012). Advertising and IMC (12th ed.). New Jersey: Prentice Hall.

The above books would constitute essential reading for the course. However, the classroom lecture would be augmented by examples and discussions. It is advisable that you have a copy of the text books for ready reference

**Course Evaluation Criteria:**

The evaluation process for the course would constitute of the following:

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|--------------------------|-----|
| 1. Quiz CO1,2            | 20% |
| 2. Case PresentN CO2,5   | 20% |
| 3. Project CO3,4,1       | 20% |
| 4. End Trimester CO5,4,3 | 40% |

**Session Plan:**

The following session plan would be adhered to by the faculty:

Session	Topic to be covered	CO	Additional Resources
1,2.	<b>Introduction to Advertising</b> The advertiser, Facilitating Institutions, Perspectives on Advertising, New modes of	CO1 CO2	Textbook: Chapter 1
3,4.	<b>Advertising Planning and Decision Making</b> The Planning Framework, Marketing Strategy and Situational Analysis, The Marketing Plan, The Communication and Persuasion Process, The Advertising Plan, Facilitating	CO1 CO2	Textbook: Chapter 2
5,6.	<b>Integrated Marketing Communication</b> Role of advertising within marketing program, Role of advertising within Communication Mix, Direct Marketing, Sales Promotion, Public Relations, Integrity of Different Elements	CO3 CO4	Textbook: Chapter 3
7,8.	<b>Setting Goals and Objectives</b> Function of Objectives, Behavioural Dynamics, Variables intervening between Advertising and Action, DAGMAR Approach,	CO3	Textbook: Chapter 4

9.	Case: Unilever		
10, 11	<b>Creative Approaches</b> Rational Approach, Emotional Approach, Using an	CO3 CO4	Textbook: Chapter 12
12, 13	<b>The Art of Copywriting</b> Coming up with ideas, Illustrating, Layout, Television	CO3 CO4	Textbook: Chapter 13
14.	Case: Colgate		
15, 16	IMC: Objective setting and Budgeting	CO4	IMC Textbook: Chapter 8
17 18	Advertising Media: Planning and Analysis	CO4	IMC Textbook: Chapter 16
19 20	Sales Promotion Overview and the Role of Trade Promotion	CO5	IMC Textbook: Chapter 18
21	Case: Dove		
22 23	Consumer Sales Promotion	CO5	IMC Textbook: Chapter 19 & 20
24	Public Relations, Word-of-Mouth Influence, and Sponsorships	CO4 CO5	IMC Textbook: Chapter 21
25	Case: Giant Consumer Products		
26	Packaging, Point-of-Purchase Communications, and Signage	CO5	IMC Textbook: Chapter 22
27	Personal Selling	CO1	IMC Textbook: Chapter 23
28	Case: Starbucks		
29	Direct Marketing and Other Media	CO2	IMC Textbook: Chapter 15
30.	<b>Newer Media in Advertising</b> Understanding Social Media, How Social Media	CO4	IMC Textbook: Chapter 14