

**SARDAR PATEL UNIVERSITY**  
**Programme: MCOM**  
**Semester: III**  
**Syllabus with effect from: June 2014**

<b>Course Code:</b> PB03ECOM02	<b>Total Credits: 5</b>
<b>Course Title:</b> Integrated Marketing Communication	

Unit	Description in detail	Weightage (%)
<b>1</b>	<b>Designing and Managing Integrated Marketing Communications:</b> What is Integrated Marketing Communications? Participants s in Integrated Marketing Communications, A View of the Marketing Communication Process, Developing Effective Marketing Communications	<b>25 %</b>
<b>2</b>	<b>An Introduction to Advertising:</b> Meaning and Definition of advertising, Advertising through the ages” Origins & growth of modern advertising, Evolution of Indian advertising, Types of advertising, Advertising and Personal Selling, Advertising and Sales Promotion, Advertising and Publicity, Advertising and Public Relations.	<b>25 %</b>
<b>3</b>	<b>Fundamentals of Advertising (Advertising and Marketing Aspects):</b> Advertising and Market Segmentation, Advertising and Products, Product Positioning, Trade Marks and Brand Names, Product Life Cycle, Packaging, Branding (Brand Image – Brand Personality – Brand Equity) Advertising and Price Advertising and channels of Distribution Advertising in the Promotion Mix	<b>25 %</b>
<b>4</b>	<b>Message Design and Media Planning:</b> Message Design, Positioning and Message Presentation Advertising Message Structure, Message Format and Development What is ad copy and different types of copy Types of Advertising Appeals and Creativity in communication Components of Advertising Layout Ad Copy for Print Media, Radio, TV and Outdoor Advertising Types of Media, Media Planning Media selection and scheduling Pre-Publication and Post Publication Methods for Evaluating Advertising Effectiveness	<b>25 %</b>

**Basic Text & Reference Books:**

- Chunawalla S. A. and Sethia K. C., Foundations of Advertising Theory and Practice, 4th edition 1997, Himalaya Publishing House, Mumbai
- Semenik Richard J., Promotion and Integrated Marketing Communication, Thomson – South-Western publishing
- Kotler Philip, Marketing Management, Prentice Hall of India Pvt. Ltd., New Delhi

