

**NIRMA UNIVERSITY**  
**Institute of Management**  
**Master of Business Administration (Full Time) Programme/**  
**Integrated Bachelor of Business Administration-Master of Business**  
**Administration Programme/**  
**Master of Business Administration (Family Business &**  
**Entrepreneurship) Programme**

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<b>Course Code</b>	<b>MFT5SEMM11 MBM5SEMM11 MFB5SEMM11</b>
<b>Course Title</b>	<b>Integrated Marketing Communication</b>

**Course Learning Outcomes (CLO):**

At the end of the course, students will be able to:

1. Identify and define the key marketing communication tools and their role
2. Apply the marketing communications in different marketing contexts
3. Analyze relevant frameworks and models in the planning of IMC
4. Design the creative strategy, media plan, and IMC

**Syllabus**

**Teaching Hours**

<p><b>Unit I: Introduction</b></p> <ul style="list-style-type: none"> <li>• Introduction to Integrated Marketing Communications (IMC)</li> <li>• Role of IMC in Marketing and Branding</li> </ul>	05
<p><b>Unit II: Communication Process and Situation Analysis</b></p> <ul style="list-style-type: none"> <li>• IMC Industry - Organization and interrelationships</li> <li>• Communication Process and Models</li> <li>• Consumer Behaviour &amp; IMC</li> </ul>	08
<p><b>Unit III: IMC Program - Planning, Development, Implementation and Control</b></p> <ul style="list-style-type: none"> <li>• Objectives</li> <li>• Creative Strategy</li> <li>• Media Planning and Strategy</li> <li>• Other Communication Tools: Sales Promotion, Direct Marketing, Public Relations, Digital Marketing, etc.</li> <li>• Measuring Effectiveness</li> <li>• Social, Ethical and Legal Issues</li> <li>• International Marketing Communication</li> </ul>	17

**Suggested Readings:**

1. Belch, G. E., Belch, M. A., and Purani, K., Advertising and Promotion – An Integrated Marketing Communications Perspective. Tata McGraw Hill. New Delhi.
2. Shimp, T. A., Advertising Promotion and Other Aspects of Integrated Marketing Communications. Cengage Learning. New Delhi.