

# **SES's L.S.RAHEJA COLLEGE OF ARTS AND COMMERCE**

**(AUTONOMOUS)**



**Syllabus of Introduction to Marketing and Communication Tools under NEP 2020 Vertical -  
Major with effect from 2024-25**

**Department of Commerce & Management**

**Head of the Department/Sr. Person: Prof. Dr. Anupama  
Nerurkar**

**Date of approval by the Board of Studies (Commerce &  
Management): 25/04/2024**

**Approved by the Academic Council on: 29/04/2024**

**Ratified by the Governing Body on: 06/05/2024**



<b>Programme: Bachelor of Arts in Multimedia and Mass communication</b>		<b>Semester : I</b>			
<b>Course : Introduction to Marketing and Communication tools</b> <b>Academic Year: 2024-2025</b> <b>Batch: 2024-2027</b>		<b>Code: UGBAMMCIMJ124</b>			
<b>Teaching Scheme</b>	<b>Evaluation Scheme</b>				
<b>Lectures</b>	<b>Practical</b>	<b>Tutorials</b>	<b>Credits</b>	<b>Internal Continuous Assessment (ICA) (weightage)</b>	<b>Term End Examinations (TEE) (weightage)</b>
<b>60</b>	<b>Nil</b>	<b>Nil</b>	04	40 marks/40% of the total marks	60 marks/60% of the total marks

<b>Learning Objectives :</b>	<ul style="list-style-type: none"> <li>● <b>To understand the fundamental concepts of marketing and Integrated Marketing Communications</b></li> <li>● <b>To understand the roles of advertising and sales promotion in Integrated Marketing Communications</b></li> <li>● <b>To understand ethical considerations in marketing communication</b></li> </ul>
<b>Learning Outcomes :</b>	<ul style="list-style-type: none"> <li>● <b>Apply marketing and IMC principles to develop a comprehensive marketing plan.</b></li> <li>● <b>Apply advertising, sales promotion, direct marketing and personal selling techniques in IMC campaigns.</b></li> <li>● <b>Apply ethical principles to marketing communication strategies</b></li> </ul>
<b>Pedagogy:</b>	

Each lecture session would be of one hour duration (60 sessions).

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration/ Lectures
I	<p><b>Overview of Marketing and IMC</b></p> <p>Marketing- meaning, features, marketing mix. Meaning, Features of IMC, Evolution of IMC, Reasons for Growth of IMC. • Promotional Tools for IMC, IMC planning process, Role of IMC in Marketing • Problems in setting objectives, setting objectives for the IMC Program</p>	Classroom lectures and group discussion	15 lecs
II	<p><b>Tools of IMC – Advertising and Sales promotion</b></p> <p>Advertising – Features, Role of Advertising in IMC, Advantages and Disadvantages, Types of Advertising, Types of Media used for advertising.</p> <p>• Sales promotion – Scope, role of Sales Promotion as IMC tool, Reasons for the growth, Advantages and Disadvantages, Types of Sales Promotion, objectives of consumer and trade promotion, strategies of consumer promotion and trade promotion, sales promotion campaign, evaluation of Sales Promotion campaign</p>	Classroom lectures Project assignment and presentation	15 lecs
III	<p><b>Tools of IMC - Direct marketing and personal selling</b></p> <p>Direct Marketing - Role of direct marketing in IMC, Objectives of Direct Marketing, Components for Direct Marketing, Tools of Direct Marketing – direct mail, catalogues, direct response media, internet, telemarketing, alternative media evaluation of effectiveness of direct marketing • Public Relations and Publicity – Introduction, Role of PR in IMC, Advantages and Disadvantages, Types of PR, Tools of PR ,Managing PR – Planning, implementation, evaluation and Research, Publicity, Sponsorship – definition, Essentials of good sponsorship, event sponsorship, cause sponsorship • Personal Selling – Features, Role of Personal Selling in IMC, advantages and disadvantages of Personal Selling, Selling process, Importance of Personal Selling</p>	Classroom lectures Project assignment and presentation	15 lecs

IV	<b>Ethics and Marketing communication</b> – stereotyping, targeting vulnerable customers, offensive brand messages – legal issues – Commercial free speech, misleading claims, puffery, fraud, questionable B2B practices • Current Trends in IMC – Internet & IMC, Advertising on internet, PR through Internet Banner, Sales promotion on Internet, direct marketing on internet.	Classroom lectures and Role play	15 Lecs
----	---	----------------------------------	---------

## REFERENCE BOOKS

1. Belch, Michael, Belch, George “Advertising and Promotion: An integrated marketing communications perspective” Tata Mcgraw Hill.
2. Clow ,Kenneth E ;Baack, Donald E “Integrated Advertising Promotion and Marketing Communication”, Pearson Edu
3. Duncan, Tom, “Principles of Advertising and IMC”, Tata Mcgraw Hill Pub.
4. Gopalakrishnan, P S , “Integrated Marketing Communication: Concepts and Cases”, ICFAI University Press

# QUESTION PAPER PATTERN

## Internal Continuous Assessment (ICA) Pattern

Particulars	Marks
Class Test	20
Presentation/Viva Voce	10
Assignment/Project	10
Total	40

## Term End Examinations (TEE)

### Question Paper Pattern

Maximum Marks: 60

Duration: 2 Hours

All questions are compulsory.

Question No.	Description	Total Marks
1	A. Full length Theory question OR	15
	B. Full length Theory question	
2	A. Full length Theory question OR	15
	B. Full length Theory question	
3	A. Full length Theory question OR	15
	B. Full length Theory question	
4	A. Full length Theory question OR	15
	B. Short Notes: Answer any 3 out of 5 given (5 marks each)	

Note: The theory question of 15 marks each may be split up into two smaller concept carrying 8 marks and 7 marks respectively.