



INTEGRATED MARKETING COMMUNICATION

PROF. VINAY SHARMA

Department of Management Studies
IIT Roorkee

TYPE OF COURSE : New | Elective | UG/PG

COURSE DURATION : 12 Weeks (24 Jan' 22 - 15 Apr' 22)

EXAM DATE : April 24, 2022

PRE-REQUISITES : basic understanding of Fundamentals of Marketing will be beneficial

INTENDED AUDIENCE : Students of Marketing, Students who wish to learn Marketing and Branding, Executives and Administrators

INDUSTRIES APPLICABLE TO : All industries, institutions and even individuals who may think of promoting themselves and their products and services as brands

COURSE OUTLINE :

The objective of this course is to enlighten the participants with important issues in planning and evaluation of marketing communication strategies and execution. This course is developed with a blend of theoretical lectures and various examples which will provide insight on real-life scenarios. The participants will be familiarized with integration of marketing communication strategies for building brands. The course focusses on the strategic importance of IMC and the highlights the centrality of the art of IMC with reference to driving businesses and organizations as large.

ABOUT INSTRUCTOR :

Prof. Vinay Sharma is a professor with the Department of Management Studies and a Joint Professor with Department of Design at Indian Institute of Technology (IIT) Roorkee, a 175 Years globally known Institution. He has around 28 years of Experience, in the areas of Marketing, Innovation, Rural Marketing, Business Opportunity Development, Market Development, Brand Development; IT enabled Services, Spiritual Orientation for Market Prosperity Development, Forest Bio residue based Energy and Teaching for past Twenty years.

COURSE PLAN :

Week 1: What is IMC?

Week 2: Objectives and Budgeting

Week 3: IMC and Brand Building

Week 4: Advertising Agencies

Week 5: IMC Planning and Programme

Week 6: Marketing Mix and Advertising

Week 7: Advertising.2

Week 8: Sales promotion and Personal Selling

Week 9: Direct Marketing, Public Relations and other promotional strategies

Week 10: The Internet: Digital Marketing and its content

Week 11: Print Media

Week 12: Measurement and evaluation of Promotional Strategies