

ME401: INTEGRATED MARKETING COMMUNICATIONS (IMC)

No. of credit: 03

➤ COURSE OBJECTIVE:

The course has been designed to understand the advertising process and advertising industry structure thoroughly. Each component of advertising has been covered to give the student over all importance of advertising in corporate communications. The syllabus also emphasizes on the integrated study of advertising along with brand building and management.

- To expose the students to the theoretical and practical aspects of advertising.
- To develop an understanding of the different elements of integrated marketing communication and their integration
- To develop the necessary skills among the students with regard to advertising.
- To develop sensitivity towards legal and ethical considerations in the formulation and implementation of communication strategies.
- To explore the possibilities of other promotional mix and creating an integrated communication program.

➤ COURSE OUTLINE:

Module 1: Introduction to IMC and Analyzing the Communication process:

Nature of communication, model of communication, analyzing the receiver, response process, cognitive process of communication

Role of Source, Message and Channel Factors in communication, Source factors, message factors, channel factors

Role of Advertising and integrated brand promotion in business

- Advertising and integrated brand promotion

What is advertising, corporate communication, advertising as a communication process, advertising as business process, types of advertising, impact of advertising on various aspects of company.

Module 2: Advertising industry

The scope and structure of advertising industry, global trends in advertising, Indian trends and trends in promotion industry, evolution of advertising industry, what is brand, branding, fundamentals of branding.

- Social, ethical and regulatory aspects of advertising
- Integrated Marketing Communications (IMC)

Module 3: Analyzing the business environment for advertising and integrated brand promotion

Advertising, integrated brand promotion and consumer behavior: Relationship between advertising and consumer behavior, relationship between consumer behavior and branding, Market segment identification for advertising, positioning and value proposition: Identifying the target segments, Segment profiling and targeting, positioning strategies, relationship between positioning strategies and advertisement

- Research in the area of Advertising and promotion : Role of research in advertising strategies, various phases of advertising and various forms of advertising

Module 4: Planning advertising and integrated brand promotion

Establishing objectives, DAGMAR approach, Planning the advertising, preparing the plan, Advertising plan and its marketing context, branding objectives, communication objectives v/s sales objectives, promotional objectives, marketing objectives and sales objectives

Module 5: Preparing the message

Creativity, advertising and the brand: Advertising creativity, creative process, creative strategy, implementation of creative message strategies, creating brands, in general and across domains

- Message strategy: Essential message objectives and strategies
- Copy writing: Copy writing and creative plan, copy writing for print advertisements copy writing for cyber space, copy writing for broadcast advertisements the copy approval process
- Art direction and production: Illustration, design and layout production in print advertising, Art direction and production in television advertising

Module 6: Placing the message in conventional and new media

Media strategy and planning for advertising and IBP: Fundamentals of media planning, Media planning process, media strategies, media choices, media choice and integrated brand promotion, strategic planning considerations in media choice

Module 7: Integrated promotions

- Support media, event sponsorship and branded entertainment, Traditional support media, Event sponsorship, Branded entertainment
- Sales promotion and point of purchase advertising: Definition of sales promotions, Sales promotion directed at consumers, Sales promotion directed towards trade channel and business markets
- Direct marketing: What is direct marketing, Media applications in direct marketing?
- Public relations and corporate advertising, Public relations, Corporate advertising

Module 8: Monitoring, Evaluation and control

Measuring the effectiveness of the promotional program including advertising, the testing process

➤ EVALUATION PATTERN:

Sl.No	Details	Marks
1.	Project 1- IMC	30
2.	Project 2	10
3.	Mid term	10
4.	Class participation attendance	10
5.	End term	40
Total		100

➤ SUGGESTED REFERENCES:

1. Advertising and promotion, George E Belch and Micheal Belch, Tata McGrawhill
 2. Advertising and Integrated Brand Promotion, O'Guinn, Allen, Semnik, Thomson Publishing
 3. Rajeev Batra, John G Myers, David A Aaker, Advertising Management, PHI, 2001
 4. Rossister and Percy, Advertising Communications & Promotion Management, McGraw-Hill International, 1998
 5. Manendra Mohan, Advertising Management, Tata McGrwaw Hill, New Delhi - 17th Edition, 2002
- Semenik, Promotion and Integrated Marketing Promotion, Thomson Learning.

402: INTERNATIONAL MARKETING

No. of credits: 03

➤ COURSE OBJECTIVES:

The basic objective of this course is to acquaint the students with environmental, procedural, institutional, and decisional aspects of International Marketing practiced by most multinational companies.

International marketing is viewed as an integrated discipline that combines several other disciplines: economics, cultural studies, history, demographics, languages, law, statistics, geography, and international trade.

This course will not prepare to become an expert on any of the disciplines listed above, but rather, it will stimulate the intellectual curiosity on various critical issues and provide analytical frameworks that are necessary for understanding different cultural environments in global markets and assessing global marketing opportunities.

The course looks into the business activities for planning, pricing, promoting, and directing the flow of a company's products and services to foreign markets.

The course also offers ample knowledge for developing and implementing global marketing strategies.

This course will attempt to present and explain the practical, common procedures of International Marketing processes

➤ **COURSE OUTCOME:**

Upon completion of this course, the course participant should be able to do the following:

- Identify, explain, and evaluate the important concepts in international marketing strategy.
- Use these concepts in company analyses and marketing strategy development.
- Access and effectively utilize sources of data and information necessary to complete industry and company analyses.

➤ **PEDAGOGY:**

The system is administered through lectures, classroom discussions, interactive sessions, questions, and answers, workshops, group exercises such as case analyses and corporate live projects.

The internship adds a sense of industry ready outcome to the whole package.

➤ **COURSE OUTLINE:**

Unit I - Framework of International Marketing

The concept, process and the need for international marketing

The nature, scope and variety of international markets

International marketing Vs Domestic Marketing

Towards Glocal Marketing

Benefits of international marketing

Orientation of management and companies

Unit II - Trade Theories and International Regulations

Trade bodies & organizations like IMF, World Bank & Conferences e.g. GATT, WTO

Approaching opportunities & risks in international market, foreign market channels, export potential of various regions like America, Europe etc

Marketing Research in International Markets.

Case Study

Unit III - Bases for division of World Markets

Political Environment

Legal Environment

Cultural Environment

Psychological and Social Environment

Case Study

Internal Test

Unit IV - Planning for International Marketing

Developing a global vision through Marketing Research and Information System

Market Analysis and Foreign Market Entry strategies

Case Study

Unit V - Global Marketing Mix (Product, Price, Promotion, Place)

Product Strategies and Product Planning

Packaging Decisions

International Logistics and Distribution Strategies

Promotion Strategies

Pricing Strategies

Case Study

Unit VI - Current Affairs: Recent trends in India's foreign trade

Institutional infrastructure for exports promotions in India

Export-Import Procedures

Emerging issues in International Marketing

Currencies and Foreign Exchange

External Final Examination

➤ **EVALUATION PLAN:**

One Internal Test	20%
Written Assignments Submission	10%
Attendance	10%
Class Presentation	10%
Case Study	10%
External Final Examination	40%

➤ **REFERENCE MATERIALS:**

International Marketing- Prof. Rajendra Nargundkar
International Marketing: Analysis And Strategy - Sak Onkvisit, John J.Shaw - Biztantra
International Marketing – Rakesh Mohan Joshi – Oxford, 2004
International Marketing: Concepts, Techniques & Cases - Saxena,R. & Kapoor,M.C TMH, New Delhi, 1994.
International Marketing- Varshney & Bhattacharya- TMH, NewDelhi, 1990
Global Marketing Management - Warren J. Keegan.
International Marketing Management - Subhash Jain.
International Marketing -Micheal- R Czinkota, Iikka A Ronkainen
International Marketing- 12th Edition, by Philip R. Cateora and John L. Graham, (McGraw Hill, 2005)

ME404: BRAND MANAGEMENT

No. of credits: 03

➤ **COURSE OBJECTIVE:**

Brand Management course focuses on issues related to developing and maintaining brand values. This course helps in understanding the process involved in design, develop, create and maintain brands. This requires an understanding of brand elements, associations, brand equity, brand value and brand loyalty issues. The course will enable one to integrate brand management with other marketing decision-making process.

➤ **COURSE OUTLINE:**

Topics:

- Introduction to brand management
- Customer based brand equity
- Brand positioning & values
- Choosing brand elements to build brand equity
- Designing marketing programs to build brand equity
- Leveraging secondary brand knowledge
- Brand equity measurement system
- Measuring brand equity
- Designing & implementing branding strategies
- New products branding
- Brand identity
- Brand category exceptions

➤ **CORE TEXT BOOK:**

Strategic Brand Management by Kevin Lane Keller

➤ **REFERENCE TEXT BOOK:**

Strategic Brand Management by Jean-Noel Kapfere

ME403: BUSINESS MARKETING (B2B)

No. of credits: 03

➤ **COURSE OBJECTIVE:**

The subject is designed to give insights to the students about the applications of marketing concepts in business to business marketing scenario as it is different from consumer marketing due to some inherent characters. As industrial or business marketing is emerging as one of the major employment provider, the subject needs a special attention.

➤ **COURSE OUTLINE:**

- *Business marketing perspective*

Understanding of the concept of Business marketing in contrast with the consumer marketing, Characteristics of Business Marketing, nature of industrial goods and services,

- *Understanding business markets*

Classification of Industrial products. Classification of Industrial customers- *commercial enterprises, government, institutions*. Unique characteristics of each type of industrial customers. Marketing strategies for each of industrial customer categories.

- ***Buyer perspective in Business marketing***

Purchasing organizations, buying centre, Goals for purchasing function, evaluation of suppliers (vendors), strategic procurement strategies, organization buying process, buying situations, buy grid matrix, models of organization buying behavior- Shet model, Webster & wind model, Anderson and chambers model, reward / measurement model.

- ***Marketing research and marketing intelligence system***

Introduction to marketing research, differences between industrial research and consumer research, research methods, sampling techniques, demand analysis, methods of demand estimation and forecasting

- ***Planning marketing strategies***

Market segmentation, requirements for segmentation, basis for segmentation business market, nested approach to segmentation, targeting and positioning, product life cycle analysis, portfolio analysis models

- ***Strategic innovation and product management***

Core competency, product definition, Characteristics of product, product quality, management of innovations, new product development process, new product performance determinants, diffusion of innovation

- ***Management of marketing channels***

Business marketing channels, participants in the business marketing channels, channel design, channel administration, types of resellers, identifying and selecting channel members, motivating channel members, channel member performance

- ***Logistics and customer service***

Introduction to logistics, how logistics is different from supply chain management, logistic drivers – transportation, inventory, warehousing, order processing, material handling

- *Sales force management*

Role of personal selling in business marketing, sales force organization, recruitment, selection, training, motivation, compensation, performance evaluation, sales effort control, sales territories, quotas, account management

- *Business advertising, sales promotion and public relations*

The role of advertising in Business marketing, managing B-B advertising, publicity, internet based marketing communications, measuring advertising effectiveness, advertising budgets, sales promotion, tradeshow, personal selling

- *Pricing decisions in Business marketing*

Meaning of price, cost fundamentals, industrial pricing process, pricing across PLC, Competitive bidding, strategies for competitive bidding, pricing strategies, pricing objectives, pricing methods

➤ **SUGGESTED REFERENCES:**

Business Marketing, Michel Hutt,

Industrial Marketing, Robert Reeder, PH

