

## Lesson Plan for the semester w.e.f 2018-2019

Name of Institute: Shah Satnam Ji Institute of Tech & Mgt. Sirsa  
 Name of teacher with designation: Ms. Megha Madan (Asst. Professor)  
 Department: Management  
 Subject: Integrated Marketing Communication(MBA-MM-231)

Month	Class	Topic/chapter covered	Academic Activity	Test/Assignment
July 2018	MBA 3 <sup>rd</sup> Sem	Meaning of communication and process of communication. Overview of IMC	Presentation on Advertising in 21 <sup>st</sup> century.	Assignment: Types of advertisements.
August 2018	MBA 3 <sup>rd</sup> Sem	Introduction to IMC, IMC mix, Drivers and models of IMC – DAGMAR approach, AIDAS model.	Presentation on IMC and its role in marketing. Case study: different types of advertisements	Assignment: Models of IMC
September 2018	MBA 3 <sup>rd</sup> sem	Marketing communication Process , Concepts of segmentation and positioning, IMC programmes.	Presentation on Positioning and segmentation.	Assignment: Promotional opportunities Test: IMC programmes.
October 2018	MBA 3 <sup>rd</sup> Sem	Introduction to advertising and creative strategy-idea generation Copy writing , layout, testing. Media planning – Types of Media, media planning models, advertising agency and its types.	Presentation on mass media. Discussion on role of creativity in advertisement. Discussion on types of advertisements in india and its influence on consumer Behaviour.	Assignment: Creativity with the help of examples Test: Media planning
November 2018	MBA 3 <sup>rd</sup> Sem	Introduction to sales promotion, personal selling, direct marketing,	Presentation on difference between legal issues and ethical	Test: role of sales promotion, direct marketing , public relation in

		public relation, publicity. Global marketing communication, legal and ethical issues in IMC, Marketing communication budgets and role of corporate advertising.	issues in advertisement.	influencing consumer behavior.
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Date: 16 june 2018