



Yashaswi Education Society's
International Institute of Management Science,
Chinchwad, Pune

INTEGRATED MARKETING COMMUNICATIONS

COURSE DURATION : 30 HOURS

COURSE COORDINATOR: PROF AMAR GUPTA



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Syllabus for Integrated Marketing Communications

Integrated Marketing Communications (30 Hrs.)

Course Objectives:

- Understand the concepts and importance of integrated marketing communications.
- Learn to develop and implement IMC strategies.
- Analyze various marketing communication tools and their integration.
- Develop skills in creating and evaluating IMC campaigns.

Unit 1: Introduction to Integrated Marketing Communications (06 Hrs.)

- Definition and scope of IMC
- Evolution and importance of IMC
- Components of IMC
- IMC planning process

Unit 2: Marketing Communication Tools (08 Hrs.)

- Advertising: types, media, and strategies
- Public relations: strategies and tactics
- Sales promotion: techniques and effectiveness
- Direct marketing: channels and methods
- Digital marketing: tools and strategies

Unit 3: IMC Strategy Development (08 Hrs.)

- Identifying target audience
- Setting communication objectives
- Crafting the message and creative strategy
- Media planning and selection
- Budgeting for IMC campaigns

Unit 4: Implementation and Evaluation of IMC Campaigns (08 Hrs.)

- Executing IMC strategies
- Coordinating and integrating various communication tools
- Measuring campaign effectiveness
- Analyzing and interpreting IMC results
- Case studies of successful IMC campaigns

