



'Integrated Marketing Communications' Course Outline

Professor's Name	:	<i>Satheesh Krishnamurthy</i>
Course Prerequisites	:	A clear and comprehensive understanding of basic marketing management and concepts
Class Schedule	:	Saturdays

Course Background & Organization

Although advertising is one of several promotional options, it is a complex and very visible element of the marketing mix. In focusing on advertising, this course will address issues relevant to the planning of other promotional activities, while allowing the complexity of advertising evaluation to be considered. The course aims to develop a critical understanding of the advertising planning process, advertising's influence on consumer choice, and its potential social and cultural impact.

For theoretical concerns, students will learn and discuss origins, evolutions, problems and future directions of advertising. For practical concerns, this course takes simulated or real case approaches in order to train you to apply theoretical understanding and to make effective and appropriate advertising decisions.

The course will demonstrate, with the use of new theoretical frameworks, why we need to pay more attention to brand contact points and why we need to manage customer expectations and experiences, rather than just trying to manage customers themselves. In essence, the course recognizes that everything a company does, and sometimes what it doesn't, can send a powerful message.

Course Objectives

- Explain the process of advertising planning and the contemporary context in which it is executed.
- Analyse the strategies and practices involved in the process of advertising management.
- Apply advertising theories and analytical frameworks to specific cases and examples of advertising practice.



Course Administration

This is primarily an advertising management course with a focus on understanding the effectiveness of advertising as a marketing tool. The emphasis is on exploring 'why and when' advertising works and 'how' advertising is done.

With only 3 days of classes, missing even one day will have an impact on what you take away from the course. Yet, feel free to cut classes if you so wish. It's your life you are screwing up. I don't mean to stop that!

Course Requirements and Evaluation

Apart from a final examination, a key requirement of the course is the development of an advertising plan involving a company in its need to effectively communicate with its customers. You'll team up with five friends or foes to develop this plan.

This project requires students to demonstrate their knowledge of advertising to solve an organization's marketing communication problem or help the organization pursue an opportunity through the implementation of a well-thought out marketing communication strategy.

Students will be expected to present their campaign to the class, as a team and submit a written copy prior to the presentation. The PowerPoint presentation and final report will exhibit all your analysis, creative plans, strategy, tactics etc. I will look at your report and presentation as a barometer of how much you have learned from the course.

Final grades are based on the two key requirements:

Brand Plan Project - 50% & Final Exam - 50%

Required Reading

Advertising and Integrated Brand Promotion, by O'Guinn, Allen and Semenik. 4E

Recommended academic journals and magazines. (Will be intimated in class)

Those interested in discussing marketing ideas, issues and viewpoints are invited to visit my blog <http://marketingmaayaajalam.blogspot.com/>



Course Structure & Topics

I. Process: Advertising and IBP in business and society

- The world of advertising and integrated brand promotion
- The India advertising scenario
- The structure of advertising
- Social, ethical and regulatory aspects of advertising

II. Planning: Analyzing advertising and the IBP environment

- Consumer behaviour
- Planning advertising and integrated brand promotion

III. Preparing the Message: Creative design and development

- Creativity, advertising and the brand
- Message strategy
- Copywriting
- Art direction and production

IV. Placing the Message: Conventional and new media

- Media strategy
- Media planning

V. Integrated Brand Promotion: Support media

- Point-of-purchase advertising
- Public relations
- Events and sponsorships
- Other innovative means of brand communication