

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**INTEGRATED MARKETING COMMUNICATION**

**Objectives:**

The aim of this paper is to equip the students with concepts, techniques and experience in the applications of concepts to develop effective marketing communications program. To make the student aware as to how strategic marketing communication helps in developing a competitive edge over competitors

**Contents:**

1. Dimensions of marketing communications, Introduction to IMC perspective
2. IMC and its role in marketing process
3. The business of advertising and organizing for advertising and promotion
4. IMC planning process, communication process
5. Objective and budget setting for advertising and promotion
6. Developing IMC program : creative and media strategy and tactics
7. Social and ethical aspects of advertising
8. Direct marketing
9. Internet and interactive marketing
10. Sales promotion: consumer promotion and trade promotion
11. Public relation and publicity, corporate advertising
12. Personal selling
13. Monitoring, evaluation and control of IMC program