

1. Editing: A Handbook for Journalists – by T. J. S. George, IIMC, New Delhi, 1989
2. News Reporting and Editing by Shrivastava, K. M. (1991) Sterling Publishers, New Delhi
3. Professional Journalism, by M.V. Kamath, Vikas Publications, 1980
4. Groping for ethics in Journalism, by Eugene H. Goodwin, Iowa State Press, 1987
5. Modern Newspapers practice, by Hodgson F. W. Heinemann London, 1984.
6. Principles of Art and Production, by N.N. Sarkar, Oxford University Press, 2008
7. Allan Stuart, Journalism: Critical Issues, New Delhi: Open University Press, 2005
8. Media Laws and Ethics, by Nanda, V, Kanishka Publishers, 2018

DISCIPLINE SPECIFIC ELECTIVE- (DSE-2): Integrated Marketing Communication

No. of hours- 60(Theory- 45 hrs.+Tutorials/Practicals-15 hrs.)

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
DSE-2 Integrated Marketing Communication	4	3	0	1	Passed Class XII	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To strategize integrated marketing communication programme of a business organisation and how various tools help in achieving business objectives.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to work as marketing professionals in advertising and related fields.

SYLLABUS OF DSE-2

UNIT – I (15 weeks-1 hour/week)

Unit I: Understanding Integrated marketing Communication (IMC)-

- Key features, Objectives and components of IMC
 - Theoretical Underpinnings and Models of IMC
 - Benefits and Barriers
 - Understanding Promotional mix
- (i) Personal selling (ii) Advertising (iii) Public Relations (iv) Direct and Database Marketing
- (v) Sales Promotion (vi) Online communication/Interactive marketing

UNIT – II (15 weeks-1 hour/week)

UNIT II: Marketing Communication, Strategic Management and Branding

- Segmentation, Targeting and positioning
- Strategic Management
- Developing Marketing Strategy- SWOT analysis, Strategic planning process
- Consumer Behaviour
- Branding- An overview

UNIT – III (15 weeks-1 hour/week)

UNIT III: IMC Plan and campaigns

- Developing IMC Plan / Campaign planning
- Situation analysis, Market research and formulating objectives
- Campaign creation and Production
- Media Planning, selection, budgeting and scheduling
- Evaluation, Feedback and Analysis

Practical component (if any)- Students will create an effective, well-integrated IMC plan, blending offline and online tools to maximize customer value. They will develop an effective content strategy to ensure delivery of coordinated and synergistic messages across all touch points and channels. Make an effective crisis management campaign. Students will submit written assignments on the emerging paradigm of IMC. They will study the changing Models and do a comparative study. Students will evaluate the contribution of each element—including advertising, direct marketing, Facebook, Twitter and blogs—to maximize communication impact. They will strategically link and leverage all elements in the communication mix across channels. They will understand and apply the Social Media Buyer Behavior Model to create engaging content to reach, impact and engage customers. Students will do case studies of different brands, their SWOT analysis, strategic planning and positioning and Identify new ways to differentiate a brand