

MARKETING COMMUNICATIONS



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Description

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II YEAR – III SEMESTER

COURSE CODE: 7MBA3ED

ELECTIVE COURSE – MARKETING - MARKETING COMMUNICATIONS

Unit I

Communication Process –Concept and Process of Integrated Marketing Communications (IMC) - Elements of IMC - IMC Message Design: AIDA model - Ethics and social responsibility in IMC campaigns.

Unit II

Introduction to Advertisement – Concept and definition of advertisement - Advertising Media – Media plan – Type and choice criteria – Reach and frequency of advertisements – Cost of advertisements – related to sales – Media strategy and scheduling

Unit III

Design and Execution of Advertisements – Message development – Different types of advertisements – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio, T.V. and Web advertisements – Measuring impact of advertisements

Unit IV

Introduction to sales promotion – Scope and role of sale promotion – Definition – Objectives of sales promotion – sales promotion techniques – Trade oriented and consumer oriented - Sales promotion Campaign.

Unit V

Public relations: meaning, process, advantages and disadvantages – Publicity: meaning, goals and tools. Web publicity and Social media

Unit V

Sources of working capital: Bank credit – Tandon & chore committee recommendations – commercial papers – inter corporate deposits – bills discounting – certificate of deposits – factoring – control of working capital: ratios for controlling working capital – fund flow and cash flow analysis.

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