

Syllabus

Panjab University

M.Com., (3rd Semester)

"Integrated Marketing Communication and Brand Equity"

Unit – I

Marketing communication; functional areas of marketing communication; integrated marketing communication; types of advertising agencies; media partners and their role; compensating the advertising agencies; agency evaluation ; brands – its meaning ; creating and maintaining the brand ; selecting desired brand position; developing brand identification ; creating a brand image ; creating and maintaining brand relationship with customers; brand-customer touch points; prospects and customers ; AIDA model; think/feel/do models; brand decision making process; attitude formation and attitude change; brand likeability.

Unit – II

Branding concepts ; branding challenges and opportunities; brand equity concept; strategic brand management process; customer based equity ; building a strong brand and its implications ; identifying and establishing brand positioning ; defining and establishing brand values ; internal branding.

Unit – III

Campaign planning ; IMC planning process; internal marketing ; segmenting and targeting; types of segmentation ; message and profitability targeting ; digitization of brand information ; customer database ; building relationship through data management; developing creative message strategy; process of developing IMC message strategy; methods of getting creative ideas ; brand-message execution; copywriting; writing for print and electronic media; print layout and design; executional and strategic consistency.

Unit – IV

Media classification ; media strength and weakness ; wireless communication; e-mail marketing ; website marketing ; integrating online brand communication; media planning; consumer sales promotion ; sales promotion tools; determining consumer sales promotion strength and limitations of sales promotion; trade promotion; trade promotion for new products and existing brands; trade promotion strategies; objectives of co-marketing communication.