

Name of Faculty	MS. Arti Sagar		
Discipline	Management (MBA)		
Semester	Fourth Semester (IV)		
Subject	Marketing Communication Strategy (MM-406)		
Lesson Plan Duration	15 Weeks (January 2018 to April 2018)		
Work Load per week	4 Lectures per week		
Week	Theory		Pra
	Lecture Day	Topic (Including Assignment/Test)	Practical Day
1	1st	Introduction, Meaning of Integrated Marketing Communication	N/A
	2nd	Role of IMC in Marketing Process	
	3rd	IMC Planning Model	
	4th	Developing IMC Plan	
2	5th	Video Class	1st
	6th	Introduction, Meaning of Marketing Communication Mix	N/A
	7th	Elements of MCM	
	8th	Characteristics of MCM	
3	9th	Factors in Setting The MCM	
	10th	Measuring Effectiveness of MCM	
	11th	Merit & Demerit of MCM	
	12th	Taking Problems	
4	13th	Case Study	2nd
	14th	Introduction & Meaning of Advertising	N/A
	15th	Purpose, Role, Functions	
	16th	Types of Advertising	
5	17th	Objective & Goal Setting	
	18th	Advertising Budgeting	
	19th	Detailed Media Planning, Scheduling	

	20th	Measuring Effectiveness of Advertising	
6	21st	Sessional-I	
	22nd		
	23rd		
	24th		
7	25th	Introduction & Meaning of Sales Promotion	
	26th	Importance & Integration with Advertising	
	27th	Prominent Sales Promotion Tools	
	28th	Push-pull Strategies	
8	29th	Video Class	3rd
	30th	Decisions Confronting Sales Promotion	N/A
31st	Introduction & Meaning of PUBLIC RELATIONS		
9	32nd	· Meaning and Importance	
	33rd	· Objectives and Goals	
	34th	· Prominent PR Tools	
	35th	· Public Relation Decisions and Strategies	
	36th	Taking Problems	
10	37th	Class Test	
	38th	Video Class	4th
	39th	· PR V/S Publicity	N/A
	40th	Introduction of DIRECT MARKETING	
11	41st	Meaning of DIRECT MARKETING	
	42nd	Importance of Direct marketing	
	43rd	Prominent Direct Marketing Tools	
	44th	Types of Direct Marketing	
12	45th	Sessional-II	
	46th		
	47th		
	48th		
13	49th	Direct Marketing Decisions and Strategies.	
	50th	Objective of Direct Marketing Decisions	
	51st	Functions of Direct Marketing Decisions	
	52nd	Strategies Model	
14	53rd	Introduction of PERSONAL SELLING	

	54th	Meaning of PERSONAL SELLING	
	55th	Principles of Personal Selling	
	56th	Video Class	5th
15	57th	Designing Sales Force.	N/A
	58th	Managing the Sales Force.	
	59th	Merits & Demerits of personal Selling	
	60th	Last Year Question Papers Discussion	

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Topic (Including Assignment/Tes t)
N/A
Goods VS Services Video
N/A
Case Study on Telecom Industry
N/A

Hotel Industry Video
N/A
Caselet on Banking Industry
N/A

Relationship Marketing by WestJet Airways
N/A