

# **Lecture 1**

## **Introduction to Integrated Marketing Communication (IMC)**

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# Learning outcomes

## Week 1

- What is IMC
- Role of IMC in Marketing
- Emerging trends in Integrated Marketing communication

## Week 2

- Design Thinking has something to do with IMC
- Enhancing the effectivity of Communication

What comes to the mind when we wish to hear something....?

OR

What hits our mind when we want to hear something?

We want to hear something that  
we are searching for... desire for...



- Marketing communications is all about bringing things closer to the customer.
- Certain words connote happiness.
- Most of those words are found in advertisements.
- Look Around—Those words are all around you...

# Magical words in Marketing Communications

Zindagi (Life).....***Do Boond Zindagi Ki*** (Two drops for life) Polio

Khushi (Happiness).....***Khushiyon ki Chabi*** (Key to Happiness)-Tata Nano





Audio Courtesy: NesCafe Ads - Hoh Sharu Har Din Aise

Source: [https://www.youtube.com/watch?v=98q4oV9wGVE&ab\\_channel=IndianAdsCompany](https://www.youtube.com/watch?v=98q4oV9wGVE&ab_channel=IndianAdsCompany)



# Magical words in Marketing Communications

- Dil and More....Yeh Dil Maange More! (This Heart Desires More)
- Aao Chalein (Lets Go)
- Aasmaan (Sky)
- Aapki Apni..... Aap Ki Apni Dukan (Amazon)
- Dosti (Friend)
- Har Kaam Desh Ke Naam.... Indian Navy
- Raksha (Safety)
- Assurance

*Ghar Jasi koi jagah ho hi nahi Sakti (There can be no place like home)*



Audio Courtesy: Eager To Get You Home - Max Healthcare

Source: <https://youtu.be/S3WD4lrK3iU>

Largely its about

**HOPE**



And somewhat

**FEAR**



# Thank You



# Bibliography

- Yeh Dil Maange More! (This Heart Desires More) [[https://www.youtube.com/watch?v=Aog\\_A-lqla4](https://www.youtube.com/watch?v=Aog_A-lqla4) ]
- Aap Ki Apni Dukan (Amazon) [ <https://www.youtube.com/watch?v=h0XptJb8Mm0> ]
- Har Kaam Desh Ke Naam.... Indian Navy [ <https://www.youtube.com/watch?v=AgmsgK5MEBs> ]
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- Eager To Get You Home - Max Healthcare [ <https://youtu.be/S3WD4IrK3iU> ]
- Do Boond Zindagi Ki (Two drops for life) [<https://www.youtube.com/watch?v=Ebj9jiDt3fo>]
- Khushiyon ki Chabi (Key to Happiness)-Tata Nano  
[<https://www.youtube.com/watch?v=QY2XA8ZfoZs>]  
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