



INTEGRATED MARKETING COMMUNICATION

PROF. VINAY SHARMA

Department of Management Studies
IIT Roorkee

PRE-REQUISITES : basic understanding of Fundamentals of Marketing will be beneficial

INTENDED AUDIENCE : Students of Marketing, Students who wish to learn Marketing and Branding, Executives and Administrators

INDUSTRIES APPLICABLE TO : All industries, institutions and even individuals who may think of promoting themselves and their products and services as brands

COURSE OUTLINE :

The objective of this course is to enlighten the participants with important aspects of planning, execution and evaluation of marketing communication and its strategies. This course is developed with a blend of theoretical lectures and various examples which will provide insights on real-life scenarios. The participants will be familiarized with integration of marketing communication modes and strategies for building brands. The learners will also get to know the importance of different media choices along with the reasons and methods of integrating different media. The discussion would also include understanding consumer behaviour and conducting IMC-related research. The course focuses on the strategic importance of IMC and highlights the centrality of the art of IMC with reference to driving businesses and organizations at large.

ABOUT INSTRUCTOR :

Prof. Vinay Sharma is a Professor with the Department of Management Studies and a Joint Professor with Department of Design at Indian Institute of Technology (IIT) Roorkee, a 177 Years globally known Institution. He has around 30 years of Experience, in the areas of Strategic Management, Business Opportunity Development, Market Development, Marketing, Integrated Marketing Communication, Product and Brand Management, Innovation and Design Thinking, Brand Development, IT enabled Services, Spiritual Orientation for Market Prosperity Development, Forest Bio residue-based Energy as a practitioner and Teaching for past Twenty-two years.

His recent book "Stop Predicting – Revisit Life: Lessons from Covid-19" published by Bloomsbury India, was a global release and has been received very well. His other book publications include 'Masters Speak on Management Education' in India, published by Bloomsbury India and ' Affordability for the Poor and Profitability for the Provider' wherein he has designed and proposed a specialized model acknowledged at various platforms.

He has guided 12 PhDs, and a Post-Doctoral Research and 8 PhDs are being pursued. He has considerable experience of working with various organizations in the fields of Media, Information Technology and Social Development along with having worked with one of the largest read newspapers. One of his recent PhD projects, wherein he guided an IFS officer for developing a forest bio-residue briquetting machine to develop a value chain for household energy generation for the forest users of North-West-Himalayan region is in the phase of implementation and has been considered as a success story by NMHS (the project funding organization). Vinay Sharma has been teaching Strategy, Marketing and the allied subjects, at various prestigious institutions. He has contributed an Appendix on Rural Marketing in the 13th edition of Philip Kotler's Principles of Marketing.

He was an associate and a member of the founding group of the Network of Asia Pacific Schools and Institutes of Public Administration, and Governance constituted by Asian Development Bank in December 2004. He has published and presented around 85 papers, Chaired sessions at National and International platforms, developed and published 16 case studies based on primary research and has conducted more than 150 workshops, seminars, FDPs and MDPs for CEOs and MDs along with senior executives. He is a member of the Editorial Board of several prestigious journals and is also a member of academic and advisory councils and Board of Management of prestigious institutions and bodies. He has also been a working group member of Ganga River Basin Environment Management Plan, a Pan IIT project.

He has three courses floating on NPTEL platform, wherein “Integrated Marketing Communication” and “Product and Brand Management” have been received well and a joint course titled “Innovation, Business Models and Entrepreneurship” has been running for several years with around 50,000 registrations in totality. He has recently launched a new course in the platform titled “Innovation in Marketing and Marketing of Innovation”.

COURSE PLAN :

Week 1: What is IMC?

Week 2: Current Trends and Design Thinking Outlook in IMC

Week 3: Consumer Behaviour

Week 4: Objectives, Budgeting, and IMC as a Strategic Tool

Week 5: Historical Perspective of IMC

Week 6: Research Methods and IMC Planning

Week 7: Advertising

Week 8: Creativity: Planning and Execution

Week 9: Sales Promotion & Personal Selling

Week 10: Direct Marketing & Public Relations

Week 11: The Internet: Digital Marketing and Social Media Advertising

Week 12: Measurement & Ethical and Social Perspective of IMC