



Course Title: Global Marketing Communication

Course Code: IB720

Credit Units: 3

Level : PG

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Introduction:

The course covers all the disciplines of Integrated Marketing Communication (advertising, sales promotion, public relation, sponsorship, etc.) and makes a student eligible and able to enter the area of brand management.

Course Objectives:

- To make students comprehend how advertising ideas are generated and creative strategies developed in the Indian and foreign markets
- To explain various research theories and models and their application in the industry (India and overseas markets)
- To enable the students to create effective advertising campaigns (across all media classes) and sales promotion campaigns
- To explain the media concepts and how organisations worldwide develop media strategies

Prerequisites:

This subject is for students specialising in Marketing. The students should have essentially completed a course in Marketing Management and their summer internship before opting for this course. Students opting for International Brand Management must elect this paper.

Student Learning Outcomes:

By the end of this course the students will be able to:

- Define, distinguish and demonstrate the positioning strategies while implementing the IMC elements in various markets
- Develop a creative brief and create a print advertisement copy, a television commercial script, a radio commercial script, and a web copy; develop a Sales Promotion campaign, and a Sponsorship plan
- Apply various research theories to the real-world scenarios and come out with solutions for promotional problems in the industry
- Develop a media plan for a brand

Course Contents/Syllabus:

	Weightage (%)
Module I How Advertising Works and the Creative Execution	25
<ul style="list-style-type: none">• Introduction - disciplines of global integrated marketing communication; DAGMAR approach – Awareness, Comprehension, Conviction, Action; setting advertising objectives• Research theories – Exposure, Salience, Familiarity, low and high involvement, Elaboration likelihood model, cognitive response, recall & persuasion• Types of advertising agencies• Creative execution - creative brief; message strategy; generating a big idea; copywriting; creating advertisements (all media)• Advertising research – advertising copy testing, setting objectives; methodology; developing a questionnaire	
Module II Attention & Comprehension and Benefit-based Attitudes	15
<ul style="list-style-type: none">• Gathering info; how consumers comprehend; Gestalt psychology• Understanding benefit-based attitudes – Means-ends and Laddering Analysis• Attributes and benefits	
Module III Advertising Appeals & Other Promotional Tools	25
<ul style="list-style-type: none">• Advertising appeals – Humor, emotion, fear, rationale, etc. Classification by Belch & Belch• FCB Grid, Rossiter-Percy Grid <p>OTHER PROMOTIONAL TOOLS</p> <ul style="list-style-type: none">• Sales promotion - setting objectives & implementing - Mind mapping, How it happens, Trade promotions, Developing a sales promotional plan; Corporate advertising; Sponsorships; Public relations; Merchandising; Mobile advertising; Word-of-mouth advertising	
Module IV Media	20
<ul style="list-style-type: none">• Media strategy and plan; print, television, radio, internet, outdoor; media concepts – Reach, Frequency, GRP, TRP, share of audience, impressions, listenership, readership & circulation, etc.• Developing a media plan – budgeting, planning, selecting media, selecting media vehicles, scheduling, pod placement.	

Module V Measuring IMC performance	10
<ul style="list-style-type: none"> • Measuring communication effectiveness with the help of research • Advertising testing process - testing promotional tools & evaluation 	
Module VI Legal & Ethical Environment	5
Legislation affecting advertising; legal/ ethical concepts and issues; regulations governing sales promotions/ packaging & labelling	

Pedagogy for Course Delivery:

The course is covered by adopting a combination of lecture methods and cases presentations. Each student is required to participate in classroom assignments and discussion, research and projects for internal evaluations. Advertisements across all media will be used in the classroom.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
30	NA	70

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project	Presentation	Attendance	
Weightage (%)	10	10	5	5	70

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Text & References:

- Batra, Myers & Aaker, Advertising Management, Pearson
- Clow, K. & Baack, D., Integrated Advertising and Promotion and Marketing
- Belch, G. and M. Belch. Advertising and Promotion: An Integrated Marketing Communications Perspective, 6th Ed, McGraw-Hill, Singapore, 2004.
- Arens, William, Contemporary Advertising, Tata McGraw Hill

Additional Text & References:

- Blyth, J., Using advertising and promotion to build brands, Pearson, New York, 2000.
- Brannan, Tom, A Practical Guide Advertising Management, by Rajeev Batra, John Myers and David A. Aaker, New Delhi: Prentice Hall of India –
- Fill, Chris, Marketing Communications, Prentice-Hall, London, 1995.
- Gronstedt, Anders and Lisa Siracuse, The ABCs of IMC: Building Blocks for Integrated Marketing Communications, Advertising Research Foundation, New York, New York, 1998.
- Advertising Principles and Practice, 6th edition by William Wells, John Burnett and Sandra Moriarty, Pearson Education
- Advertising Excellence by Courtland Bovee, John V Thill, George P Dovel and Marian Burk Wood, McGraw-Hill

Other Study Material:

Cases

- Aren's, William, Contemporary Advertising, Mastercard's Priceless Campaign
- Greyser, Stephen, Volkswagen of America, Cases in Advertising & Communication
- Greyser, Stephen, Du Darfst, Cases in Advertising & Communication
- Greyser, Stephen, Total Cereal, Cases in Advertising & Communication
- Greyser, Stephen, Gillette Safety Razor Division: Promotion, Cases in Advertising & Communication
- Greyser, Stephen, John Hancock Financial Services: Sports Sponsorship, Cases in Advertising & Communication
- Greyser, Stephen, Marriott Corpn – PR for a new hotel, Cases in Advertising & Communication
- Greyser, Stephen, Rose Milk, Cases in Advertising & Communication
- Geyser, Stephen, Dr. Pepper, Cases in Advertising & Communication
- Greyser, Stephen, Van Munching & co./ Heineken Beer: Response to attack advertising, Cases in Advertising & Communication
- Gopal S, Bharathi, Absolut Sequel? A Case Study on Absolut's New Advertising Campaign in 2006 in the U.S.

- Jha, Jyotsana & Verma, Mridu, Benetton's Advertising: Looking Beyond Toscani

- Jha, Jyotsana & Verma, Mridu, The Evolution of Omega's Advertising Strategy

Research Papers

Aaker, David A. and Norris, Donald (1982), "Characteristics of TV Commercials Perceived as Informative", *Journal of Advertising Research*, 22, 2 April/May), 61-70

Alwitt, Linda F. and Prabhaker, Paul R (1994), "Identifying Who Dislikes Television Advertising: Not by Demographics Alone", *Journal of Advertising Research*, (November/December), 17-29

Batra, Rajeev and Ray, Michael L. (1986), "Affective Responses Mediating Acceptance of Advertising", *Journal of Consumer Research*, 13 (September), 234-249

Biel, Alexander L. and Bridgwater, Carol A. (1990), "Attributes of Likable Television Commercials", *Journal of Advertising Research*, (June/July), 38-44

Burke, Marian Chapman and Edell, Julie A. (1989), "The Impact of Feelings on Ad-based Affect and Cognition" *Journal of Marketing Research*, 26 (February), 69-83

Burnett, Melissa, Keith, Nancy and Pettijohn, Charles (2003), "An Empirical Analysis of Factors Influencing Student Reactions to Ethical Advertising Dilemmas: Educational Experience, Work Experience, Ethical Philosophy, and Demographics", *Marketing Education Review*, 13, 1, 33-46

Dens, Nathalie and Pelsmacker, Patrick De (2010), "Consumer Response to Different Advertising Appeals for New Products: The Moderating influence of Branding Strategy and Product Category Involvement", *Brand Management, Macmillan Publishers Limited*, 18, 1, 50-65

Dutta-Bergman, Mohan J. (2006), "The Demographic and Psychographic Antecedents of Attitude toward Advertising", *Journal of Advertising Research*, (March), 102-112

Edell, Julie A. and Burke, Marian Chapman (1987), "The Power of Feelings in Understanding Advertising Effects", *Journal of Consumer Research*, (December), 14, 421-433

Gardner, Meryl Paula (1985), "Does Attitude Toward the Ad Affect Brand Attitude Under a Brand Evaluation Set?", *Journal of Marketing Research*, 22 (May), 192-198

Gresham, Larry G. and Shimp, Terence A. (1985), "Attitude toward the Advertisement and Brand Attitudes: A Classical Conditioning Perspective", *Journal of Advertising*, 14, 1, 10-49

Hazlett, Richard L. and Hazlett, Sasha Yassky (1999), "Emotional Response to Television Commercials: Facial EMG vs. Self-Report", *Journal of Advertising Research*, (March/April), 7-23

Kamp, Edward and Macinnis, Deborah J. (1996), "Characteristics of Portrayed Emotions in Commercials: When does What is Shown in Ads Affect Viewers", *Journal of Advertising Research*, (November/December), 19-28

Laskey, Henry A., Fox, Richard J. and Crask, Melvin R. (1995), "The Relationship between Advertising Message Strategy and Television Commercial Effectiveness", *Journal of Advertising Research* (March/April), 31-39

MacKenzie, Scott B., Lutz, Richard J. and Belch, George E. (1986), "The Role of Attitude Toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations", *Journal of Marketing Research*, 23, (May), 130-143

Mitchell, Andrew A. (1986), "The Effect of Verbal and Visual Components of Advertisements on Brand Attitudes and Attitude toward the Advertisement", *Journal of Consumer Research*, 13 (June), 12-24

Mitchell, Andrew A. and Olson, Jerry C. (1981), "Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude", *Journal of Marketing Research*, 18, (August), 318-332

Moore, David J. and Harris, William D. (1996), "Affect Intensity and the Consumer's Attitude toward High Impact Emotional Advertising Appeals", *Journal of Advertising*, 25, 2 (Summer), 37-50

- Moore, David J., Harris, William D. and Chen, Hong C. (1995), "Affect Intensity: An Individual Response to Advertising Appeals", *Journal of Consumer Research*, 22 (September),
- Romaniuk, Jenni and Wight, Samuel (2009), "The Influence of Brand Usage on Responses to Advertising Awareness Measures", *International Journal of Market Research*, 51, 2, 203-218
- Royo-Vela, Marcelo (2005), "Emotional and Informational Content of Commercials: Visual and Auditory Circumplex Spaces, Product Information and their Effects on Audience Evaluation", *Journal of Current Issues and Research in Advertising*, 27, 2 (Fall), 13-22
- Stout, Patricia A. and Rust, Roland T. (1993), "Emotional Feelings and Evaluative Dimensions of Advertising: Are they Related?", *Journal of Advertising*, 22, 1, (March), 61-71
- Wahid, Nabsiah Abdul and Ahmed, Methaq (2011), "The Effect of Attitude toward Advertisement on Yemeni Female Consumers' Attitude toward Brand and Purchase Intention", *Global Business and Management Research*, 3, 1, 21-29
- Young, Charles E. (2004), "Capturing the Flow of Emotion in Television Commercials: A New Approach", *Journal of Advertising Research*, (June), 202-209
- Zeitlin, David M. and Westwood, Richard A. (1986), "Measuring Emotional Response", *Journal of Advertising Research*, (October/November), 34-44