

Elective Courses (EC)

Integrated Marketing Communication

S.Y. B.M.S. Semester-IV

Parveen Nagpal
Mital Shelankar
Prema Sharma



Principal
M.C. Deemed to be College
of Commerce
Dixit Rd., Vile Parle (E),
Mumbai - 400 057

SP
SHETH
PUBLISHERS PVT. LTD.



Prepared as per the new syllabus for 75:25 pattern Credit Based Semester and Grading System
which is into effect from the academic year 2017-2018.

Elective Courses (EC)

INTEGRATED MARKETING COMMUNICATION

S. Y. B. M. S. (Semester – IV)

PARVEEN NAGPAL

*M.Com, MHRDM, M.Ed, PGDME,
Pursuing Ph.D. (Mumbai University)*

BMS Co-ordinator,

M.L. Dahanukar College of Commerce, Mumbai.

MITALI SHELANKAR

M.Com, MHRDM, M.Ed, PGDME

B.Com (B & I) Co-ordinator,

M. L. Dahanukar College of Commerce, Mumbai.

PRERNA SHARMA

M.Com, M. Phil.,

MBA, Pursuing Ph.D. (Mumbai University)

BMS Co-ordinator,

Pillai College of Arts, Commerce and Science,
New Panvel.

FIRST EDITION

When you care enough to be better than the best



SHETH[®]
PUBLISHERS PVT. LTD.
MUMBAI

PUNE ☆ GOA ☆ NAGPUR
VADODARA ☆ BHAVNAGAR

D. Desai,
Principal
M.L. Dahanukar College
of Commerce
Dixit Rd., Vile Parle (E),
Mumbai - 400 057

Sheth Publishers Private Limited

Our Foot Prints

- Regd. Office & Show Room** : Unit No. 4, Ground Floor, Lalwani Industrial Estate, 14, G.D. Ambekar Marg, Wadala, Mumbai – 400 031.
© (022) 6662 4553 / 6662 4554 FAX : 6662 4556
Email : support@shethpublishers.com
- Goa** : 'PALLAV-KUNJ', Borda, Margao, Goa, © (0832) 2733436
- Pune** : 302, Mahalaxmi Chambers, 3rd Floor, Appa Balwant Chowk, 23, Budhwar Peth, Pune-411 002. © (020) 24450773
- Nagpur** : Shreeniwās Apt., Mukundraj Lane, Opp. Dharampeth Mahila Bank, Walker Road, Mahal, Nagpur – 440 002.
© (0712) 2737052
- Vadodara** : Joshi Brother's Krishna Krupa Miradatar's Tekro, Navabazar, Vadodara – 390001 (Gujarat). © 0265-2418911 / 2411287
- Bhavnagar** : Shah & Co. High Court Road, Bhavnagar (Gujarat). © (0278) 2516679

Price : ₹ 110/- only

ISBN - 978-93-86723-66-6

© **Authors**



Dahanukar
Principal
M.L. Dahanukar College
of Commerce
Dixit Rd., Vile Parle (E),
Mumbai - 400 057.

The book is strictly written according to the new syllabus available at the time of printing.

Every possible effort has been made to avoid errors and omissions in this publication by the Authors and the Publishers. In spite of this effort, some typographical errors might have crept in. Any mistake, error or discrepancy noted may be brought to our notice which shall be taken care of in the forthcoming edition. It is hereby notified that neither the Author nor the Publishers or seller will be liable for any damage or loss to anyone, in any manner, there from. It is suggested that to avoid any doubt the reader should cross-check all the facts, law and contents of the publication with original Government publication or notifications wherever applicable.

The text of this publication, or any part thereof, may not be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, storage in an information retrieval system, or reproduced on any disc, tape, perforated media or other information storage device, etc., otherwise, without the prior written permission of the publisher and author. No key to this book can be prepared without the prior written permission of the Publishers. Any violation will invite prosecution legal action under the Indian Copyright Act.

This book is sold subject to the condition that it shall not by way of trade or otherwise, be lent, resold, hired out or circulated.

For binding mistakes, misprints or for missing pages, etc., the publishers' liability is limited to replacement within one month of purchase by similar edition. All expenses in this connection are to be borne by the purchaser.

All disputes are subject to jurisdiction of courts, tribunals and forums at Mumbai only.

Published & Printed by : Sheth Publishers Private Ltd., Unit No. 4, Ground Floor, Lalwani Industrial Estate, 14, G.D. Ambekar Marg, Wadala, Mumbai – 400 031.
© 6662 4553 / 6662 4554 FAX : 6662 4556.

...Contents...

Unit - I

Introduction to Integrated Marketing Communication

1 - 45

Unit - II

Advertising & Sales Promotion

46 - 77

Unit - III

Elements of IMC - II

78 - 104

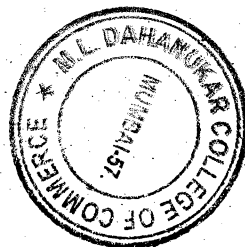
Unit - IV

Evaluating an Integrated Marketing Program

105 - 125

Case Studies

126 - 136



Dahanukar
Principal
M.L. Dahanukar College
of Commerce
Dixit Rd., Vile Parle (E),
Mumbai - 400 057

Our Outstanding Publications for

S.Y. B.M.S. Semester-IV

CORE COURSES (CC)

BUSINESS ECONOMICS

Kalkoti

DIGITAL EDITION AVAILABLE

BUSINESS RESEARCH METHODS

Pawar

BUSINESS RESEARCH METHODS

Iyer, Jain

DIGITAL EDITION AVAILABLE

PRODUCTION & TOTAL QUALITY MANAGEMENT

Zaveri

DIGITAL EDITION AVAILABLE

PRODUCTION & TOTAL QUALITY MANAGEMENT

Iyer, Pathak, Agrawal

DIGITAL EDITION AVAILABLE

SKILL ENHANCEMENT COURSE (SEC)

ETHICS & GOVERNANCE (Foundation Course-IV)

Prabhudesai

DIGITAL EDITION AVAILABLE

CONTEMPORARY ISSUES - (Foundation Course - IV)

Shinde, Bhagwat, Nimbalkar, Chakne

DIGITAL EDITION AVAILABLE

ABILITY ENHANCEMENT COURSE (AEC)

INFORMATION TECHNOLOGY IN BUSINESS MANAGEMENT - II

Singh

ELECTIVE COURSES (EC)

FINANCIAL INSTITUTION & MARKETS (Finance)

Shah

DIGITAL EDITION AVAILABLE

AUDITING (Finance)

Chopde & others

STRATEGIC COST MANAGEMENT (Finance)

Chopde & others

CORPORATE RESTRUCTURING (Finance)

Chopde & others

INTEGRATED MARKETING COMMUNICATION (Marketing)

Nagpal, Shelankar, Sharma

INTEGRATED MARKETING COMMUNICATION (Marketing)

Kamble

RURAL MARKETING (Marketing)

Kamath

DIGITAL EDITION AVAILABLE

RURAL MARKETING (Marketing)

Surya, Bansal

DIGITAL EDITION AVAILABLE

EVENT MARKETING (Marketing)

Under Print

TOURISM MARKETING (Marketing)

Pendse & others

DIGITAL EDITION AVAILABLE

HUMAN RESOURCE PLANNING & INFORMATION SYSTEM (H.R)

Kurup, Pandey

DIGITAL EDITION AVAILABLE

TRAINING AND DEVELOPMENT IN HRM (H.R)

Iyer, Jain, Agrawal

DIGITAL EDITION AVAILABLE

TRAINING AND DEVELOPMENT IN HRM (H.R)

Salunkhe

DIGITAL EDITION AVAILABLE

CHANGE MANAGEMENT (H.R)

Iyer, Jain, Agrawal

DIGITAL EDITION AVAILABLE

CONFLICT AND NEGOTIATION (H.R)

Shelke, Sidhu

DIGITAL EDITION AVAILABLE



SP
SHETH[®]
PUBLISHERS PVT. LTD.

D. Dhanu
Principal
M.L. Dahanukar College
of Commerce
Dixit Rd., Vile Parle (E),
Mumbai - 400 057

ISBN - 978-93-86723-66-6



Price - ₹ 110.00

Unit No.4, Ground Floor, Lalwani Industrial Estate, 14, G.D. Ambekar Marg, Wadala, Mumbai-400 031
Tel.: (022) 6662 4553, 6662 4554. Fax: 6662 4556. e-mail: support@shethpublishers.com