INTRODUCTION

The fourth P of marketing – Promotions – has metamorphosed in the past two decades to encompass a variety of activities and communication techniques. It is now termed ‘Marketing Communications’ and goes much beyond one-way communications such as advertising.

In the hyper-competitive marketplace of today, Marketing Communications have a critical role to play in the success of brand marketing. Even the best of products cannot succeed in the marketplace without strategic support from marketing communication activities.

New techniques for customer contact and involvement have evolved. New media are available. There is increasing emphasis on evaluating marketing communication activities on a regular basis to ensure financial accountability. It is no longer enough to advertise using mass media, with the occasional promotional offer to achieve quarterly sales targets. The focus is on ‘Consumer Connect’, with successful brands making best use of every consumer ‘Touch Point’ to involve the prospective buyer, to start a dialogue and take it further…

AIM

The course aims to prepare students to apply the techniques of marketing communications to launching, building and nurturing branded products – both manufactured goods and services.

LEARNING OUTCOMES

At the end of the course, students should be able to:

- Understand how marketing communications influence consumer buying behaviour
- Comprehend the different roles of the various forms and techniques of marketing communications in the context of brand marketing strategy
- Appreciate the strengths and weaknesses of various media channels
- Comprehend the role of research in marketing communications and how it can reduce the probability of wastage of resources while optimizing the benefits of the campaign
- Prepare communications strategy plan comprising the objectives of the campaign, positioning the brand, selection of communication techniques and media channels and preparing a “creative brief”.
The course focuses on the strategic aspects of marketing communications, and will not deal in detail with creative aspects (such as development of copy or visuals and art).

Textbook

Advertising & Promotion: An Integrated Marketing Communications Perspective by George Belch & Michael Belch (Tata McGraw Hill)

Suggested Additional Readings
2. Successful Sales Promotion – Pran Choudhury, Ricky Elliot & Alan Toop (Orient Longman, 1992)

The course handout will provide readings, cases and details of the evaluation components.

Course Schedule

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<td>Marketing Communications Processes, Consumer Response models</td>
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<td>Overview of brands and brand communications strategy *</td>
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<td>4</td>
<td>Brand communications: cases *</td>
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<td>5</td>
<td>Basis of strategic planning: USP, Brand Image and Brand Personality; Positioning</td>
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<td>6</td>
<td>Strategic planning: target profiling, objective determination, media selection</td>
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<td>Strategic planning for advertising: models</td>
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<td>Advertising research and evaluation of campaign effectiveness</td>
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<td>Media channels &amp; their characteristics</td>
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*Sessions 3 and 4 to be taken by guest speaker Mr Anvar Alikhan presently of JWT Mindset*