

INTEGRATED MARKETING COMMUNICATION: MARKETING IN A GLOBALIZED WORLD

OVERVIEW

Globalization and new media technologies, innovative products, advertising and promotional strategies are influencing people's living and buying patterns. This course in marketing and advertising initiates students into understanding markets, market segmentation, consumer behavior, brand management, new media strategies and sales promotion techniques. It addresses the challenges that strategic planners face in a world of fragmented audiences with multitudes of media options to enable a platform for integrated marketing communications.

Case studies of national and international brands and their marketing strategies will be used during the course to study. Lectures, videos, class assignments and the projects will give a practical application and understanding of the course.

Dates	November, 15 to 23, 2016
Modules	Lecture 1: Topic: Introduction to the course. Changing Marketing Environment Lecture 2: Topic: International Marketing and Advertising: Global Challenges Lecture 3: Topic: Market Research and Market Intelligence for Planning Campaigns. Lecture 4: Topic: Market Segmentation and Consumer Behavior. Lecture 5: Topic: Branding – Integrated Brand Promotion Lecture 6: Topic: Creativity in Advertising the Creative Process Lecture 7: Topic: Creative Workshop- Principles of Design and Layout. How to come up with ideas for Advertising.

	<p>Lecture 8: Topic Media Planning – Traditional and New Media</p> <p>Lecture 9: Topic: Alternate Media Strategies and Direct Response Marketing</p> <p>Lecture 10: Topic: Sales Promotion and Event Promotions</p> <p>Lecture 11: Topic: Public Relations and Corporate Communications</p> <p>Lecture 12: Topic: E-Commerce and Online marketing- Case studies</p> <p>Lecture 13: Topic: Evaluation of Effectiveness of Campaigns and review</p> <p>Lecture 14: Topic: Project Presentation</p>
You Should Attend If...	Faculty, students and research scholars from social sciences, management stream, policy makers, media professional
Course Registration Fees	<p>The participation fees for taking the course is as follows:</p> <p>Participants from abroad: \$500</p> <p>Academic Institutions: Rs. 1,000</p>



Kavita Karan is a Professor at the School of Journalism at Southern Illinois University, USA. She did her Masters in Communication and Journalism from Osmania University Hyderabad, India and secured her Ph.D from London School of Economics & Political Science, University of London U.K. She has edited five books, published chapters and written articles in reputed journals. Teaching and research interests include areas of advertising, women and media, political and health communication, new media technologies and social change, and Indian cinema.



Dr. Waheeda Sultana holds a doctoral degree in Journalism and is a Professor & Chairperson of the department. She has authored several research articles on current media related issues in refereed journals. She has also contributed Chapters in several books related to media, health, technology and women's issues. She has presented research papers at national and international conferences. She has visited Bangladesh, Malaysia, Sri Lanka and Hong Kong and presented papers. Her areas of interest include Corporate Communication, Applications of New Media Technology, Health Communication and Women and Media.

OBJECTIVES

1. Students will learn theoretical foundations and practical application of marketing and advertising that are required to plan campaigns and stay on top of competition.
2. Learn the importance of research, new creative and media strategies in reaching consumers, and use of new media technologies that are impacting marketing and advertising
3. Understand the use of alternate strategies, traditional new media technologies, social marketing sites, e-active and e-commerce techniques and be up to date with how markets are targeting segmented markets.
4. Understand the regulations, ethical practices and global issues in communicating with people of multicultural societies and across cultures.
5. Critically evaluate Case studies and videos for class assignments and discussions.

COURSE COORDINATOR

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