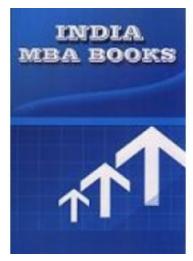
# Integrated marketing communications



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## DBA 7001 Integrated marketing communications

UNIT I INTRODUCTION TO ADVERTISEMENT -Concept and definition of advertisement

Social, Economic and Legal Implications of advertisements – setting advertisement objectives – Ad. Agencies – Selection and remuneration – Advertisement campaigns.
UNIT II ADVERTISEMENT MEDIA - Media plan – Type and choice criteria – Reach and

frequency of advertisements - Cost of advertisements - related to sales - Media strategy

and scheduling.

UNIT III DESIGN AND EXECUTION OF ADVERTISEMENTS - Message development -

Different types of advertisements – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio. T.V. and Web advertisements – Media Research – Concept Testing– Measuring impact of advertisements.

UNIT IV INTRODUCTION TO SALES PROMOTION - Scope and role of sale promotion -

Definition – Objectives of sales promotion - sales promotion techniques – Trade oriented and consumer oriented.

UNIT V SALES PROMOTION CAMPAIGN - Sales promotion - Requirement identification -

Designing of sales promotion campaign — Involvement of salesmen and dealers — Out sourcing sales promotion national and international promotion strategies — Integrated promotion — Coordination within the various promotion techniques — Online sales promotions

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