

COURSE OBJECTIVES AND COURSE OUTCOMES

S.Y.B.M.S. (SEMESTER - IV)

SUBJECT: MARKETING - INTEGRATED MARKETING COMMUNICATION

Sr. No.	Course Objectives	Course Outcomes
1)	To explain the principles and practices of marketing communications, involving tools used by marketers to inform consumers	Learners will cognize about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program
2)	To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program	Learners will identify various aspects of Advertising and Sales promotion and will understand the various tools of IMC and the importance of coordinating them for an effective marketing communication program
3)	To discuss all the elements of IMC	Learners will identify elements of IMC including Advertising, Sales Promotion, Direct Marketing, PR, Public relation, Direct marketing and digital marketing
4)	To explain the process of evaluation of and ethics in marketing communication	Learners will evaluate marketing communication tools and beware of ethics in IMC