

Document Title	Course Outcomes of Integrated Marketing Communications (IA) Sem 4 Marketing Specialization
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Document / Process Owner	Prof. Rajesh Nambiar
Objectives of this document	To provide Course Outcomes of IMC Sem 4 Marketing specialization paper
C01 -Understanding Basics of IMC	
C02 - Understanding different Media for Advertising	
C03- To understand the working of an Ad-Agency	
C04 - To learn how to manage perceptions during crisis	
C05- To learn the dynamics of various promotions	
C06- To understand direct marketing tools and techniques.	
C07 - To understand the various issues of media planning	
C08 - To familiarize the different aspects of direct selling in person and	
Course Delivery -1 Theory period of 3 hour per week over a semester	