

NPTEL Video Lecture Topic List - Created by LinuXpert Systems, Chennai

NPTEL Video Course - Management - NOC:Integrated Marketing Communication

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Co-ordinating Institute - IIT - Roorkee

Sub-Titles - Available / Unavailable | MP3 Audio Lectures - Available / Unavailable

- Lecture 1 - Introduction to Integrated Marketing Communication (IMC)
- Lecture 2 - Defining Marketing Communication, Marketing and IMC
- Lecture 3 - Relationship with Marketing and IMC
- Lecture 4 - Effective Marketing Communication
- Lecture 5 - Emerging trends in IMC - Part I
- Lecture 6 - Emerging Trends in IMC - Part II
- Lecture 7 - Design Thinking in IMC - Part I
- Lecture 8 - Design Thinking in IMC - Part II
- Lecture 9 - Effectiveness of Communication - Part I
- Lecture 10 - Effectiveness of Communication - Part II
- Lecture 11 - Communication Process and Reflexivity in IMC
- Lecture 12 - Role of Consumer Behaviour in IMC
- Lecture 13 - Consumer Decision Making Process - Part I
- Lecture 14 - Consumer Decision Making Process - Part II
- Lecture 15 - Relationship Between Consumer Behaviour and IMC
- Lecture 16 - Role of Persuasion in IMC
- Lecture 17 - Objectives and Budgeting
- Lecture 18 - IMC as a Strategic Tool - Part I
- Lecture 19 - IMC as a Strategic Tool - Part II
- Lecture 20 - IMC and Branding
- Lecture 21 - History of Advertising
- Lecture 22 - History of Advertising Indian Perspective
- Lecture 23 - Contribution of IMC in Brand Attitude
- Lecture 24 - Advertising Agencies
- Lecture 25 - Association of Research with IMC
- Lecture 26 - Advertising Research Methods
- Lecture 27 - IMC Planning - Part I
- Lecture 28 - IMC Planning - Part II
- Lecture 29 - IMC Planning - Part III

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- Lecture 30 - Case Studies
- Lecture 31 - Advertising and Marketing Mix
- Lecture 32 - Advertising and Support Media
- Lecture 33 - Media Planning - Part I
- Lecture 34 - Media Planning - Part II
- Lecture 35 - Introduction to Creativity
- Lecture 36 - Creativity Elements - Part I
- Lecture 37 - Creativity Elements - Part II
- Lecture 38 - Creative Execution in Advertising - Part I
- Lecture 39 - Creative Execution in Advertising - Part II
- Lecture 40 - Creative Execution in Print Advertising
- Lecture 41 - Sales Promotion - Part I
- Lecture 42 - Sales Promotion - Part II
- Lecture 43 - Sales Promotion - Part III
- Lecture 44 - Personal Selling - Part I
- Lecture 45 - Personal Selling - Part II
- Lecture 46 - Direct Marketing - Part I
- Lecture 47 - Direct Marketing - Part II
- Lecture 48 - Cause-Related Marketing
- Lecture 49 - Public Relations
- Lecture 50 - Word-of-Mouth and Corporate Advertising
- Lecture 51 - Digital Advertising
- Lecture 52 - Search Engine Optimization (SEO)
- Lecture 53 - Social Media Advertising - Part I
- Lecture 54 - Social Media Advertising - Part II
- Lecture 55 - Social Media Advertising - Part III
- Lecture 56 - Content Marketing
- Lecture 57 - Ethics and Marketing Communications
- Lecture 58 - Measuring Effectiveness of IMC - Part I
- Lecture 59 - Measuring Effectiveness of IMC - Part II
- Lecture 60 - Conclusion