

ADVANCED INSTITUTE OF TECHNOLOGY & MANAGEMENT. PALWAL
Lesson Plan - ODD Semester

Discipline: MBA

Semester: 3rd Semester

Subject : IMC

Theory		Tentative Date	Actual Date
Lecture Day	Topic	Mon, 14 Jul 2025	
	(Including Assignment Test)	Tue, 15 Jul 2025	
1st	Communications Process – Source, Message, Channel.	Wed, 16 Jul 2025	
2nd	Marketing Communications – Meaning and Process.	Thu, 17 Jul 2025	
3rd	(AIDA) Model	Mon, 21 Jul 2025	
4th	its role in developing effective marketing communication strategies	Tue, 22 Jul 2025	
1st	Marketing Communication Tools and their significance	Wed, 23 Jul 2025	
2nd	presentation	Thu, 24 Jul 2025	
3rd	test	Mon, 28 Jul 2025	
4th	Advertising – Objectives	Tue, 29 Jul 2025	
1st	Social, Ethical and Legal aspects of Advertising;	Wed, 30 Jul 2025	
2nd	Recent Modes of	Thu, 31 Jul 2025	
3rd	Recent Modes of Advertising – Digital Media, Social Media, Mobile A	Mon, 4 Aug 2025	
4th	. Sales Promotion –Types and Methods	Tue, 5 Aug 2025	
1st	Opportunities and Challenges in Sales Promotion	Wed, 6 Aug 2025	
2nd	Publicity – Meaning, Objectivesand tools.	Thu, 7 Aug 2025	
3rd	Public Relations – Importance	Mon, 11 Aug 2025	
4th	Strategies to build good Public Relations	Tue, 12 Aug 2025	
1st	Marketing Communications for Image Management and Reputation	Wed, 13 Aug 2025	
2nd	presentation	Fri, 15 Aug 2025	
3rd	test	Mon, 18 Aug 2025	
4th	Print and support media; Mass media & print media.	Tue, 19 Aug 2025	
1st	Newspaper- Classification,	Wed, 20 Aug 2025	

2nd	Strengths and Limitations	Thu, 21 Aug 2025	
3rd	Outdoor media- Types,	Mon, 25 Aug 2025	
4th	merits and demerits of outdoor media	Tue, 26 Aug 2025	
1st	Broadcast media- Television, Radio and Films, their strengths and we	Wed, 27 Aug 2025	
2nd	Preparing the media plan.	Thu, 28 Aug 2025	
3rd	. Steps involved and Problems encountered	Mon, 1 Sep 2025	
4th	. Advertising AgenciesTypes and their function	Tue, 2 Sep 2025	
1st	Role and Services offered.	Wed, 3 Sep 2025	
2nd	presentation	Thu, 4 Sep 2025	
3rd	test	Mon, 8 Sep 2025	
4th	Integrated Approach to Marketing Communications – Overview	Tue, 9 Sep 2025	
1st	Role in Marketing Success; Model, Tools	Wed, 10 Sep 2025	
2nd	Budgets, Objectives and Evaluation	Thu, 11 Sep 2025	
3rd	Setting communication objectives	Mon, 15 Sep 2025	
4th	The DAGMAR approach	Tue, 16 Sep 2025	
1st	Budgeting for Marketing Communications	Wed, 17 Sep 2025	
2nd	Measuring the communication effectiveness	Thu, 18 Sep 2025	
3rd	Planning and Implementation of a Creative Strategy for IMC	Mon, 22 Sep 2025	
4th	Examples of IMC. Recent Trends in IMC.	Tue, 23 Sep 2025	
1st	Assignment	Wed, 24 Sep 2025	
2nd	test	Thu, 25 Sep 2025	
3rd	Working Capital Management- Concepts of Working Capital	Mon, 29 Sep 2025	
4th	Need for Working Capital	Tue, 30 Sep 2025	
1st	Determinants of Working Capital	Thu, 2 Oct 2025	
2nd	Computation of Working Capital	Tue, 7 Oct 2025	
3rd	An Elementary Knowledge of Component of Working Capital Manag	Mon, 13 Oct 2025	
4th	Cash Management	Mon, 27 Oct 2025	
1st	Receivables Management and Inventory Management	Tue, 28 Oct 2025	
2nd	Introduction - Dividend, Meaning, Forms of Dividends	Wed, 5 Nov 2025	
3rd	Aspects of Individual Policy	Mon, 10 Nov 2025	
4th	Assignments	Tue, 18 Nov 2025	

1st	Test	Wed, 19 Nov 2025	
-----	------	------------------	--