

Course Code: 17MBAE805

Course Title: **Integrated Marketing Communications  
and Brand Management**

L-T-P: 2-1-0

Credits: 03

ITA Marks: 50

ETA Marks: 50

Contact Hrs: 04 Sessions/week

Total Marks: 100

Teaching Hrs: 28 hrs

Exam Duration: 3 hrs

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**Module 1:**

Integrated marketing communication: The evolution of IMC, reasons for growing importance of IMC, the promotional mix- advertising, direct marketing, internet marketing, sales promotion, publicity, public relations, personal selling, promotion management, IMC planning process

05 hrs

**Module 2:**

Organizing for advertising and promotion: The role of advertising agencies, agency compensation, evaluating agencies, developing the integrated marketing communication program, Importance of creative advertising

Media planning & strategy: An overview on media planning, developing media plan, market analysis and target market identification, establishing media objective, developing and implementation media strategies, evaluation and follow up.

Internet and IMC: Measuring the effectiveness of Internet advertising, advantages of Internet marketing, direct marketing on Internet budgeting for marketing communication

12 hrs

**Module 3:**

Types of branding: Product branding, line branding, range branding, umbrella branding source and double branding, celebrity endorsement branding, choosing branding strategy, brand valuation.

06 hrs

**Module 4:**

Contemporary topics

05 hrs

**References:**

- Belch, M.A., and Belch, G.E., *Advertising and Promotion*, Tata Mc-Graw Hill Publication
- Keller Kevin, *Strategic Brand Management*, Pearson Publication, Third Edition
- Shah, K. and D'souza, A., *Advertising & Promotion*, Tata Mc-Graw Hill Publication





To,

**Date:** 06-Feb-2019

The Head of the Department  
School of Management Studies & Research  
KLE Technological University,  
Hubli – 580031

Respected Sir,

**Sub:** Suggestions for Marketing Course

I'd like to give a few inputs/suggestions for the Marketing Course, based on our Alumni Meet held last month.

According to the information provided at the meeting, the 'Integrated Marketing Communication' (IMC) subject has been merged with the 'Brand Management' subject. I recommend that you keep IMC as a separate subject because it has its own scope and relevance. By combining it with another subject, we limit the learning opportunities available to students. The topics covered in IMC are relevant to the needs of the industry, and the practical sessions/exercises have helped me in providing growth services to my clients. The case studies discussed and team projects were extremely beneficial in developing strategies for real-world marketing challenges.

I believe my suggestions will be taken into consideration favorably. Please contact me if you require any further clarification.

Yours faithfully,



Praveen H J (2011-13 Batch)  
Founder & CEO  
Arcis Business Solutions,  
Bengaluru

**437, 9<sup>th</sup> B Main Road, 1<sup>st</sup> Block, HRBR Layout, Kalyan Nagar, Bengaluru - 560043**







Date: 30/05/2018

Trimester First Batch

Date: 30/05/2019

Term	Course	Appropriateness			Credit allocation		Relevance to		Delivery of the			Suggestions	
		Out dated	Modify (update)/modification needed	Appropriate	Less	OK (Appropriate)	More (More than necessary)	No relevance (Minimum relevance)	Can't say	Relevant (Highly relevant)	Good (Upto the expectations)		Needs modification
I	Organizational Theory and Practice			✓		✓				✓	✓	✓	
	Managerial Economics			✓		✓				✓	✓	✓	
	Accounting for Managers			✓		✓	✓			✓	✓	✓	
	Business Research and Statistics			✓		✓	✓			✓	✓	✓	
	Effectual Entrepreneurship			✓		✓	✓		✓	✓	✓	✓	
	Indian Society and Citizenship			✓		✓	✓		✓	✓	✓	✓	
II	Business Environment			✓		✓	✓			✓	✓	✓	
	Financial Management			✓		✓	✓			✓	✓	✓	
	Human Resource Management			✓		✓	✓			✓	✓	✓	
	Decision Modeling		✓	✓		✓	✓		✓	✓	✓	✓	
	Fundamentals of Communication		✓	✓		✓	✓		✓	✓	✓	✓	
	Industry Experience- Phase I			✓		✓	✓			✓	✓	✓	
	Rural Immersion - I			✓		✓	✓			✓	✓	✓	
III	Strategic Management			✓		✓	✓			✓	✓	✓	
	Heuristics and Optimization Techniques			✓		✓	✓			✓	✓	✓	
	Marketing Management			✓		✓	✓		✓	✓	✓	✓	
	Operations Management		✓	✓		✓	✓		✓	✓	✓	✓	
	Managerial Communication and Aptitude		✓	✓		✓	✓		✓	✓	✓	✓	
	Industry Experience- Phase II			✓		✓	✓		✓	✓	✓	✓	
	Rural Immersion - II			✓		✓	✓		✓	✓	✓	✓	
IV	Core												
	Legal Aspects of Business			✓		✓	✓			✓	✓	✓	
	Social Entrepreneurship			✓		✓	✓			✓	✓	✓	
	Rural Immersion - III			✓		✓	✓			✓	✓	✓	



Term	Course	Appropriateness			Credit allocation		Relevance to		Delivery of the			Suggestions
		Out dated	Modify (update/modification needed)	Appropriate	Less	OK(Appropriate)	More(More than necessary)	No relevance (Minimum relevance) Can't say	Relevant(Highly relevant)	Good (Upto the expectations)	Needs modification	
	MS Excel for Managers	✓				✓			✓	✓		
	Summer Internship	✓				✓			✓	✓		
V	Core	✓				✓			✓	✓		
	Technology: and enabler	✓				✓	✓		✓	✓		
	Rural Immersion - IV			✓		✓	✓		✓	✓		
	Project Work I (Dissertation)			✓		✓	✓		✓	✓		
VI	Core					✓						
	Climate Change and Sustainability			✓		✓		✓	✓	✓		
	Quality Management			✓		✓			✓	✓	✓	
	Project Work II (Dissertation)			✓		✓			✓	✓		
	SPECILISATION											
	Marketing											
	Sales Management											
	Retail Management											
	Service Marketing					✓			✓	✓		
	Rural Marketing											
	Integrated Marketing Communication & Brand Management					✓			✓	✓		IMC & BM can be taught
	Finance											
	Advanced Financial Management					✓			✓	✓		
	Security Analysis and Portfolio Management					✓			✓	✓		
	International Financial Management											
	Risk Management											
	Mergers, Acquisition and Corporate Restructuring					✓			✓	✓		
	Human Resource											
	Team Development and Leadership											
	Legal Aspects of Employment											
	HR Operations											
	Operations											
	Inventory Management					✓			✓	✓		
	Service Operations Management											



Term	Course	Appropriateness			Credit allocation		Relevance to		Delivery of the			Suggestions	
		Out dated	Modify (update/modification needed)	Appropriate	Less	OK(Appropriate)	More(More than necessary)	No relevance (Minimum relevance) Can't say	Relevant(Highly relevant)	Good (Upto the expectations)	Needs modification		Revamp
	Logistics and Warehouse Management												
	Supply Chain Management		✓			✓			✓	✓			
			✓										
	<b>Entrepreneurship Track</b>												
	Entrepreneurship Phase I												
	Entrepreneurship Phase II												
	Entrepreneurship Phase III												
	<b>Research Experience</b>												
	Research Experience I												
	Research Experience II												
	Research Experience III												
	SUGGEST ANY COURSE THAT CAN BE OFFERED												
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3													
													Thank You

Signature \_\_\_\_\_  
Name and Roll No \_\_\_\_\_

Vijwal V.K.  
Roll no 50







Date: 30/05/2019

Trimester First Batch

Term	Course	Appropriateness			Credit allocation			Relevance to			Delivery of the			Suggestions
		Out dated	Modify (update/modification needed)	Appropriate	Less	OK (Appropriate)	More (More than necessary)	No relevance (Minimum relevance)	Can't say	Relevant (Highly relevant)	Good (Upto the expectations)	Needs modification	Revamp	
I	Organizational Theory and Practice		✓			✓			✓		✓			
	Managerial Economics			✓		✓				✓		✓		
	Accounting for Managers		✓		✓									
	Business Research and Statistics			✓		✓				✓	✓			
	Effectual Entrepreneurship			✓		✓			✓		✓			
	Indian Society and Citizenship		✓			✓			✓		✓			
II	Business Environment		✓			✓				✓	✓			
	Financial Management		✓			✓				✓	✓	✓		
	Human Resource Management			✓		✓				✓	✓			
	Decision Modeling													
	Fundamentals of Communication		✓			✓			✓			✓		
	Industry Experience- Phase I		✓	✓		✓				✓	✓			
	Rural Immersion - I			✓		✓				✓	✓			
III	Strategic Management			✓		✓				✓	✓			
	Heuristics and Optimization Techniques			✓		✓				✓	✓			
	Marketing Management		✓			✓				✓		✓		
	Operations Management		✓			✓				✓		✓		
	Managerial Communication and Aptitude		✓			✓				✓		✓		
	Industry Experience- Phase II			✓		✓				✓	✓			
	Rural Immersion - II			✓		✓			✓		✓			
IV	Core													
	Legal Aspects of Business			✓		✓				✓	✓			
	Social Entrepreneurship			✓		✓				✓	✓			
	Rural Immersion - III			✓		✓				✓	✓			



Term	Course	Appropriateness			Credit allocation			Relevance to			Delivery of the			Suggestions
		Out dated	Modify (update/modification needed)	Appropriate	Less	OK (Appropriate)	More (More than necessary)	No relevance (Minimum relevance)	Can't say	Relevant (Highly relevant)	Good (Upto the expectations)	Needs modification	Revamp	
	MS Excel for Managers			✓		✓				✓	✓			
	Summer Internship													
V	Core			✓		✓				✓	✓			
	Technology: and enabler													
	Rural Immersion - IV			✓		✓				✓	✓			
	Project Work I (Dissertation)			✓		✓				✓	✓			
VI	Core													
	Climate Change and Sustainability			✓		✓				✓	✓			
	Quality Management			✓		✓				✓	✓			
	Project Work II (Dissertation)			✓		✓				✓	✓			
	<b>SPECIALISATION</b>													
	<b>Marketing</b>													
	Sales Management			✓		✓				✓	✓			
	Retail Management													
	Service Marketing			✓		✓				✓	✓			
	Rural Marketing													
	Integrated Marketing Communication & Brand			✓		✓				✓	✓			increase courses in mkt. specialization
	<b>Finance</b>													
	Advanced Financial Management			✓		✓				✓				
	Security Analysis and Portfolio Management			✓		✓				✓		✓		
	International Financial Management													
	Risk Management													
	Mergers, Acquisition and Corporate Restructuring			✓		✓				✓		✓		
	<b>Human Resource</b>													
	Team Development and Leadership									✓	✓			
	Legal Aspects of Employment			✓		✓								
	HR Operations													
	<b>Operations</b>													
	Inventory Management													
	Service Operations Management													



Term	Course	Appropriateness			Credit allocation			Relevance to			Delivery of the			Suggestions
		Out dated	Modify (updatation/modification needed)	Appropriate	Less	OK(Appropriate)	More(More than necessary)	No relevance (Minimum relevance)	Can't say	Relevant(Highly relevant)	Good (Upto the expectations)	Needs modification	Revamp	
	Logistics and Warehouse Management													
	Supply Chain Management													
	<b>Entrepreneurship Track</b>													
	Entrepreneurship Phase I													
	Entrepreneurship Phase II													
	Entrepreneurship Phase III													
	<b>Research Experience</b>													
	Research Experience I													
	Research Experience II													
	Research Experience III													
	SUGGEST ANY COURSE THAT CAN BE OFFERED													
1														
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Signature   
Name and Roll

Chandrashekhar Kereni  
R.NO ( 01FM17MBA009 )







## MBA Programme (Coursewise) feedback (2017-19)

Date: 30/05/2018

Trimester First Batch

Date: 30/05/2016													
Term	Course	Appropriateness			Credit allocation			Relevance to		Delivery of the			Suggestions
		Out dated	Modify (updatation/modification needed)	Appropriate	Less	OK(Appropriate)	More(More than necessary)	No relevance (Minimum relevance) Can't say	Relevant(Highly relevant)	Good (Upto the expectations)	Needs modification	Revamp	
I	Ornagizational Theory and Practice	✓					✓		✓		✓		
	Managerial Economics	✓				✓						✓	
	Accounting for Managers	✓						✓				✓	
	Business Research and Statistics	✓					✓					✓	
	Effectual Entrepreneurship	✓					✓				✓	✓	
	Indian Society and Citizenship												
II	Business Environment		✓			✓		✓			✓	✓	
	Financial Management		✓			✓					✓		
	Human Resource Management		✓				✓			✓			
	Decision Modeling				✓			✓			✓	✓	
	Fundamentals of Communication		✓				✓					✓	Techniques improve
	Industry Experience- Phase I		✓					✓			✓		
	Rural Immersion - I				✓	✓						✓	
III	Strategic Management		✓					✓				✓	
	Heuristics and Optimization Techniques		✓			✓					✓		
	Marketing Management						✓					✓	
	Operations Management	✓	✓				✓	✓					
	Managerial Communication and Aptitude		✓				✓			✓			
	Industry Experience- Phase II	✓	✓				✓				✓		
	Rural Immersion - II							✓			✓		
IV	Core												
	Legal Aspects of Business			✓				✓		✓			
	Social Entrepreneurship			✓				✓			✓		
	Rural Immersion - III			✓				✓			✓		

*Techniques improvement*



Term	Course	Appropriateness			Credit allocation			Relevance to			Delivery of the			Suggestions
		Out dated	Modify (update/modification needed)	Appropriate	Less	OK (Appropriate)	More (More than necessary)	No relevance (Minimum relevance)	Can't say	Relevant (Highly relevant)	Good (Upto the expectations)	Needs modification	Revamp	
	MS Excel for Managers	✓					✓					✓		
	Summer Internship		✓			✓			✓		✓			
V	Core										✓			
	Technology: and enabler	✓					✓		✓		✓			
	Rural Immersion - IV		✓				✓		✓		✓			
	Project Work I (Dissertation)				✓		✓		✓		✓			
VI	Core													
	Climate Change and Sustainability			✓										
	Quality Management			✓										
	Project Work II (Dissertation)			✓										
	<b>SPECILISATION</b>													
	<b>Marketing</b>													
	Sales Management	✓												
	Retail Management			✓		✓				✓	✓			
	Service Marketing			✓		✓				✓	✓			
	Rural Marketing			✓		✓				✓	✓			
	Integrated Marketing Communication & Brand Management			✓		✓				✓	✓			BM can be separate course
	<b>Finance</b>													
	Advanced Financial Management			✓		✓				✓	✓			
	Security Analysis and Portfolio Management													
	International Financial Management													
	Risk Management													
	Mergers, Acquisition and Corporate Restructuring													
	<b>Human Resource</b>													
	Team Development and Leadership													
	Legal Aspects of Employment			✓		✓				✓				
	HR Operations													
	<b>Operations</b>													
	Inventory Management	✓			✓			✓					✓	
	Service Operations Management													



Term	Course	Appropriateness			Credit allocation			Relevance to			Delivery of the			Suggestions
		Out dated	Modify (update/modification needed)	Appropriate	Less	OK (Appropriate)	More (More than necessary)	No relevance (Minimum relevance)	Can't say	Relevant (Highly relevant)	Good (Up to the expectations)	Needs modification	Revamp	
	Logistics and Warehouse Management	✓			✓		✓	✓					✓	
	Supply Chain Management		✓		✓			✓					✓	
	<b>Entrepreneurship Track</b>													
	Entrepreneurship Phase I													
	Entrepreneurship Phase II													
	Entrepreneurship Phase III													
	<b>Research Experience</b>													
	Research Experience I													
	Research Experience II													
	Research Experience III													
	SUGGEST ANY COURSE THAT CAN BE OFFERED													
1														
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Signature: 

Name and Roll No

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**MBA Programme (Coursewise) feedback (2017-19)**

Date: 30/05/2018

Trimester First Batch

Term	Course	Appropriateness			Credit allocation			Relevance to			Delivery of the			Suggestions
		Out dated	Modify (update/modification needed)	Appropriate	Less	OK (Appropriate)	More (More than necessary)	No relevance (Minimum relevance) Can't say	Relevant (Highly relevant)	Good (Upto the expectations)	Needs modification	Revamp		
I	Organizational Theory and Practice			✓		✓				✓				
	Managerial Economics			✓		✓		✓		✓				
	Accounting for Managers			✓		✓		✓		✓				
	Business Research and Statistics			✓		✓		✓		✓				
	Effectual Entrepreneurship			✓	✓	✓		✓		✓				
	Indian Society and Citizenship			✓		✓		✓			✓			
II	Business Environment			✓		✓		✓		✓				
	Financial Management			✓		✓		✓		✓				
	Human Resource Management			✓		✓		✓		✓				
	Decision Modeling			✓		✓		✓		✓	✓			
	Fundamentals of Communication			✓		✓		✓		✓	✓			
	Industry Experience- Phase I			✓		✓		✓		✓				
	Rural Immersion - I			✓		✓				✓				
III	Strategic Management			✓		✓	✓			✓				
	Heuristics and Optimization Techniques			✓		✓	✓			✓				
	Marketing Management			✓		✓	✓			✓				
	Operations Management			✓		✓	✓			✓	✓			
	Managerial Communication and Aptitude			✓		✓	✓			✓	✓			
	Industry Experience- Phase II			✓		✓	✓			✓				
	Rural Immersion - II			✓		✓	✓			✓				
IV	Core			✓		✓	✓			✓				
	Legal Aspects of Business			✓		✓	✓			✓				
	Social Entrepreneurship			✓		✓	✓			✓				
	Rural Immersion - III			✓		✓	✓			✓				



Term	Course	Appropriateness			Credit allocation			Relevance to			Delivery of the			Suggestions
		Out dated	Modify (updatation/modification needed)	Appropriate	Less	OK (Appropriate)	More (More than necessary)	No relevance (Minimum relevance)	Can't say	Relevant (Highly relevant)	Good (Upto the expectations)	Needs modification	Revamp	
	MS Excel for Managers		✓			✓	✓	✓				✓		
	Summer Internship			✓			✓					✓		
V	Core									✓				
	Technology: and enabler		✓			✓		✓				✓		
	Rural Immersion - IV			✓		✓				✓	✓			
	Project Work I (Dissertation)			✓		✓					✓			
VI	Core													
	Climate Change and Sustainability		✓			✓		✓			✓			
	Quality Management		✓			✓		✓	✓		✓			
	Project Work II (Dissertation)		✓			✓		✓			✓			
	SPECILAIISATION													
	Marketing													
	Sales Management		✓			✓				✓	✓			
	Retail Management		✓			✓				✓	✓			
	Service Marketing		✓			✓				✓	✓			
	Rural Marketing													
	Integrated Marketing Communication & Brand Management		✓			✓				✓	✓			IMC is good course
	Finance													
	Advanced Financial Management													
	Security Analysis and Portfolio Management													
	International Financial Management													
	Risk Management													
	Mergers, Acquisition and Corporate Restructuring													
	Human Resource													
	Team Development and Leadership			✓		✓				✓	✓			
	Legal Aspects of Employment		✓			✓				✓	✓			
	HR Operations									✓	✓			
	Operations													
	Inventory Management													
	Service Operations Management													

IMC is good course to offer. Brand management should be a separate course.



Term	Course	Appropriateness			Credit allocation			Relevance to			Delivery of the			Suggestions
		Out dated	Modify (update/modification needed)	Appropriate	Less	OK (Appropriate)	More (More than necessary)	No relevance (Minimum relevance)	Can't say	Relevant (Highly relevant)	Good (Upto the expectations)	Needs modification	Revamp	
	Logistics and Warehouse Management													
	Supply Chain Management													
	<b>Entrepreneurship Track</b>													
	Entrepreneurship Phase I													
	Entrepreneurship Phase II													
	Entrepreneurship Phase III													
	<b>Research Experience</b>													
	Research Experience I													
	Research Experience II													
	Research Experience III													
	SUGGEST ANY COURSE THAT CAN BE OFFERED													
1														
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3														Thank You

Signature

Name and Roll No

01F002003A0414





## MBA Programme (Coursewise) feedback (2017-19)

Date: 30/05/2018

Trimester First Batch

Term	Course	Appropriateness			Credit allocation			Relevance to			Delivery of the			Suggestions
		Out dated	Modify (update/modification needed)	Appropriate	Less	OK (Appropriate)	More (More than necessary)	No relevance (Minimum relevance)	Can't say	Relevant (Highly relevant)	Good (Upto the expectations)	Needs modification	Revamp	
I	Organizational Theory and Practice		✓			✓		✓		✓		✓		
	Managerial Economics		✓	✓		✓	✓			✓	✓			
	Accounting for Managers		✓			✓				✓	✓			
	Business Research and Statistics			✓		✓		✓				✓		
	Effectual Entrepreneurship		✓			✓				✓	✓			
	Indian Society and Citizenship	✓	✓			✓			✓			✓		
II	Business Environment	✓				✓				✓	✓			
	Financial Management		✓	✓		✓		✓		✓	✓			
	Human Resource Management		✓			✓				✓	✓			
	Decision Modeling	✓			✓	✓		✓				✓		
	Fundamentals of Communication		✓		✓	✓		✓				✓		
	Industry Experience- Phase I			✓		✓				✓	✓			
	Rural Immersion - I			✓		✓				✓	✓			
III	Strategic Management		✓	✓		✓		✓				✓		
	Heuristics and Optimization Techniques		✓	✓		✓			✓			✓		
	Marketing Management		✓			✓				✓		✓		
	Operations Management		✓		✓	✓		✓				✓		
	Managerial Communication and Aptitude		✓		✓	✓		✓				✓		
	Industry Experience- Phase II			✓		✓				✓	✓			
	Rural Immersion - II			✓		✓				✓	✓			
IV	Core					✓				✓	✓			
	Legal Aspects of Business			✓		✓				✓	✓			
	Social Entrepreneurship		✓			✓	✓			✓	✓			
	Rural Immersion - III					✓				✓	✓			



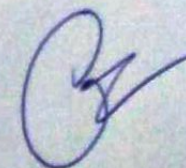
Term	Course	Appropriateness			Credit allocation		Relevance to			Delivery of the			Suggestions
		Out dated	Modify (updatation/modification needed)	Appropriate	Less	OK (Appropriate)	More (More than necessary)	No relevance (Minimum relevance) Can't say	Relevant (Highly relevant)	Good (Upto the expectations)	Needs modification	Revamp	
	MS Excel for Managers	✓			✓			✓			✓		
	Summer Internship			✓		✓			✓	✓			
V	Core												
	Technology: and enabler		✓		✓			✓			✓		
	Rural Immersion - IV			✓		✓			✓	✓			
	Project Work I (Dissertation)			✓		✓			✓	✓			
VI	Core												
	Climate Change and Sustainability	✓				✓			✓	✓			
	Quality Management		✓			✓			✓	✓			
	Project Work II (Dissertation)			✓		✓			✓	✓			
	SPECILISATION												
	Marketing												
	Sales Management			✓		✓			✓	✓			
	Retail Management												
	Service Marketing			✓		✓			✓	✓			
	Rural Marketing												
	Integrated Marketing Communication & Brand Management		✓			✓			✓		✓		Imc & BM together
	Finance												
	Advanced Financial Management		✓			✓			✓	✓			
	Security Analysis and Portfolio Management			✓		✓			✓	✓			
	International Financial Management			✓		✓			✓	✓			
	Risk Management			✓		✓			✓	✓			
	Mergers, Acquisition and Corporate Restructuring			✓		✓			✓	✓			
	Human Resource												
	Team Development and Leadership												
	Legal Aspects of Employment												
	HR Operations												
	Operations												
	Inventory Management												
	Service Operations Management												



Term	Course	Appropriateness			Credit allocation			Relevance to			Delivery of the			Suggestions
		Out dated	Modify (updatation/modification needed)	Appropriate	Less	OK(Appropriate)	More(More than necessary)	No relevance (Minimum relevance)	Can't say	Relevant(Highly relevant)	Good (Upto the expectations)	Needs modification	Revamp	
	Logistics and Warehouse Management													
	Supply Chain Management													
	<b>Entrepreneurship Track</b>													
	Entrepreneurship Phase I													
	Entrepreneurship Phase II													
	Entrepreneurship Phase III													
	<b>Research Experience</b>													
	Research Experience I													
	Research Experience II													
	Research Experience III													
	SUGGEST ANY COURSE THAT CAN BE OFFERED													
1														
2														
3														Thank You

Signature Chenmay S. Hegde  
Name and Roll No

Chenmay S. Hegde  
OIFM17MBA011





Date:30th January 2019

Dear Sir,

Greetings of the Day!

Being the alumini of SMSR ,I would like to give an input with respect to one of the Marketing courses "Integrated Marketing Communication and Brand Management".

It would be more useful if the department focusses on IMC(Integrated Marketing Communications) by having it as a seperate subject and Brand Management as a seperate subject as companies demand an individual to have such approch in their sales and marketing teams.

This would help the students to have a detailed analysis of the product/service irrespective of the sector they are in.

Hence,please consider this as a feedback from an ex-student to help and improve the students of SMSR

Regards,

Zoya Majid

Operations Team Lead-Key Accounts,

 Inspired by India







To,

06/12/2019

Mr. G S Hiremath  
School of Management Studies & Research  
KLE Technological University,  
Hubballi – 580031  
Karnataka

Dear Sir,

Subject: Syllabus Updates for Management Students

With reference to aforementioned subject you may upgrade the management curriculum considering current world affairs. It shall be exposed to practical aspects in management area.

Thanking You

For IFFCO TOKIO General Insurance Co Ltd.

Authorized Signatory



Date : 18 /12/2019

To,

Dr. G S Hiremath LL.B, MBA, PhD  
Professor  
School of Management Studies & Research  
KLE Technological University,  
Hubballi - 580031  
Karnataka

From  
Anand M K  
Branch Service Manager  
ICICI Lombard GIC Ltd  
Mysore-570009  
Karnataka

Sub : Inputs towards Board of Studies Management Courses

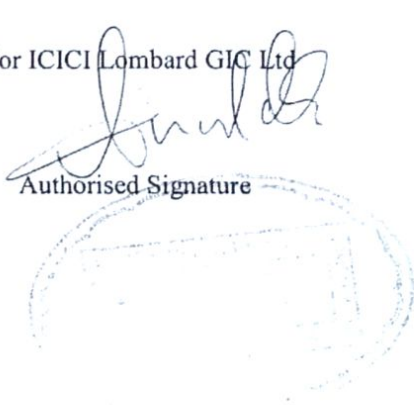
Dear Dr. G S Hiremath,

The MBA graduates should have practical knowledge in financial courses. It will help them to get entry in to financial organizations and also it will be useful to become an Entrepreneur.

Thanking you

For ICICI Lombard GIC Ltd

Authorised Signature



ICICI Lombard General Insurance Company Limited.

IHZC



2121361

Mailing Address: Ground and 4th Floor, Interface 11, Office Number 401 and 402, New Link Road, Malad (West), Mumbai - 400 064.  
Registered Address: ICICI Lombard House, 414, Veer Savarkar Marg, Near Siddhivinayak Temple, Prabhadevi, Mumbai - 400 025.

Disclaimer: "This stationary is not valid if used for any purpose other than policy printing."



Based on the discussion had with alumni members and looking at the opportunities available in the job market in marketing communications and promotion discipline, marketing faculties reviewed the marketing course content and designed an exclusive course on the Integrated Marketing communications by incorporating suggestions given by the Alumni members.

Faculty Name	Signature
Dr. Shashidhar M	
Mr. Nagaraj R N	





# School of Management Studies and Research

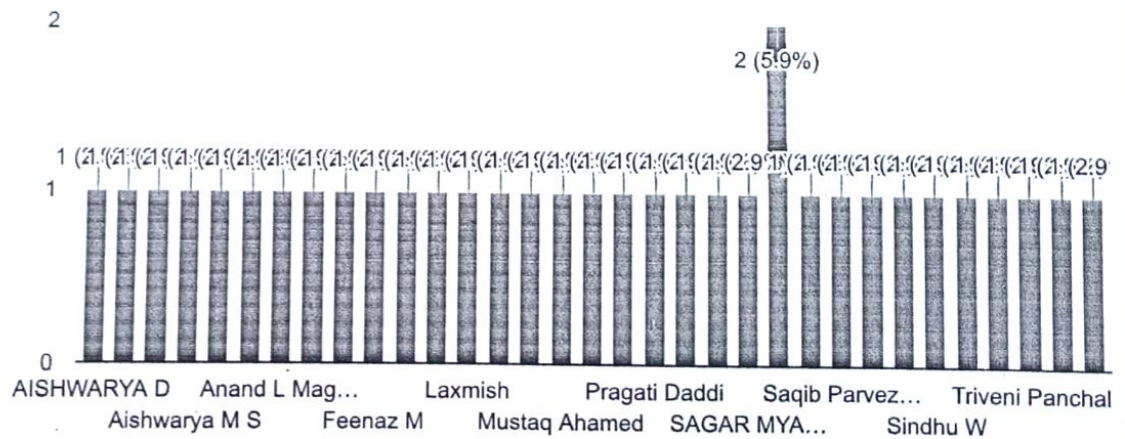
34 responses

Publish analytics

MBA Programme (Course-wise) feedback (2018- 2020)

Name of the Student:

34 responses



*(Handwritten signature)*



USN:

34 responses

01FM18MBA043

01fm18mba030

01fm18mba021

01fm18mba014

01FM18MBA046

01FM18MBA012

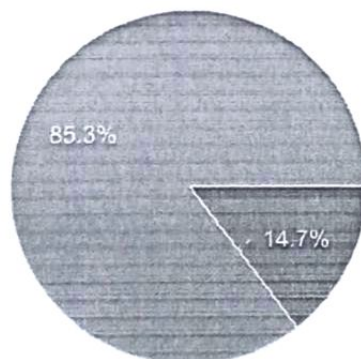
01fm18mba013

01FM18MBA002

01fm18mba037

### Quality Management (18MBAC805)

34 responses

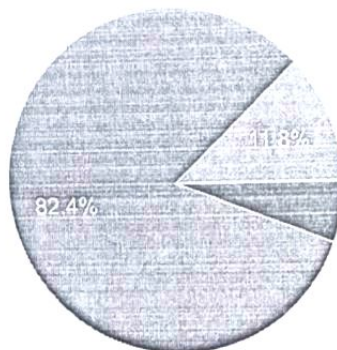


- Out dated content
- Modify content (updatation/ modification needed)
- Appropriate content



## Quality Management (18MBAC805)

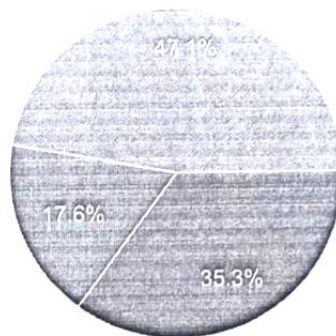
34 responses



- Credit allocation is Less
- Credit allocation OK (Appropriate)
- More Credit allocation (More than necessary)

## Quality Management (18MBAC805)

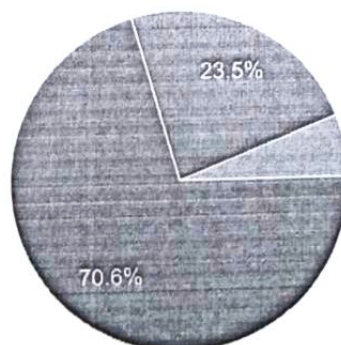
34 responses



- Relevance to future (Minimum relevance)
- Can't say about Relevance to future (career)
- Relevant to future (Highly relevant)

## Quality Management (18MBAC805)

34 responses

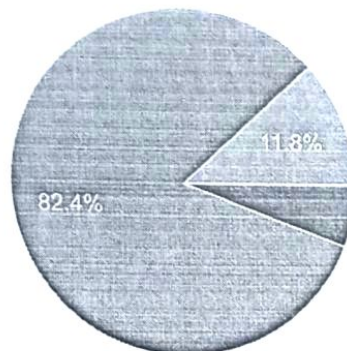


- Good Delivery of the course (Upto the expectations)
- Needs modification in Delivery of the course
- Revamp Delivery of the course



### Quality Management (18MBAC805)

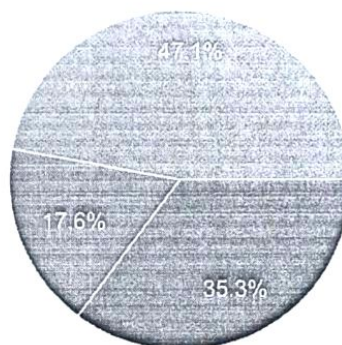
34 responses



- Credit allocation is Less
- Credit allocation OK(Appropriate)
- More Credit allocation (More than necessary)

### Quality Management (18MBAC805)

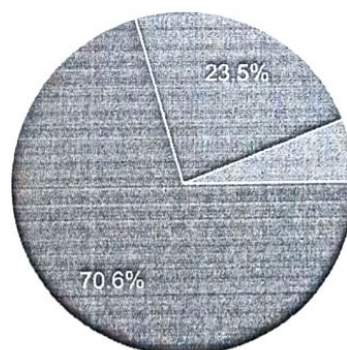
34 responses



- Relevance to future (Minimum relevance)
- Can't say about Relevance to future (career)
- Relevant to future (Highly relevant)

### Quality Management (18MBAC805)

34 responses



- Good Delivery of the course (Upto the expectations)
- Needs modification in Delivery of the course
- Revamp Delivery of the course

*(Handwritten signature)*





## Legal Aspects of Business (18MBAC806)

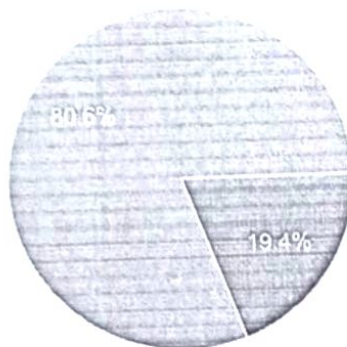
34 responses



- Good Delivery of the course (Upto the expectations)
- Needs modification in Delivery of the course
- Revamp Delivery of the course

## Integrated Marketing Communication and Brand Management (18MBAE805)

31 responses



- Out dated content
- Modify content (updatation/ modification needed)
- Appropriate content

Cg

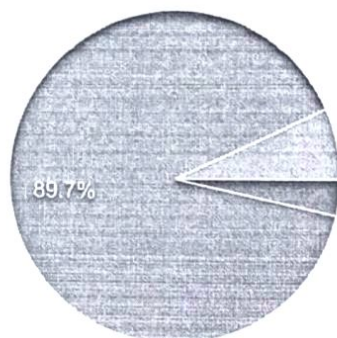


1/25/2021

School of Management Studies and Research

## Integrated Marketing Communication and Brand Management (18MBAE805)

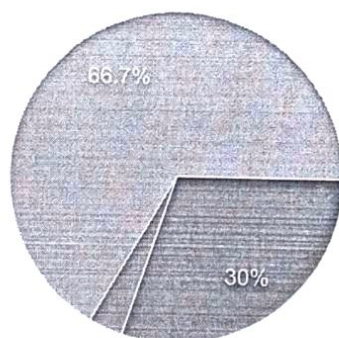
29 responses



- Credit allocation is Less
- Credit allocation OK(Appropriate)
- More Credit allocation (More than necessary)

## Integrated Marketing Communication and Brand Management (18MBAE805)

30 responses

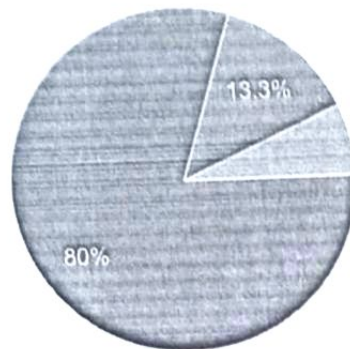


- Relevance to future (Minimum relevance)
- Can't say about Relevance to future (career)
- Relevant to future (Highly relevant)



## Integrated Marketing Communication and Brand Management (18MBAE805)

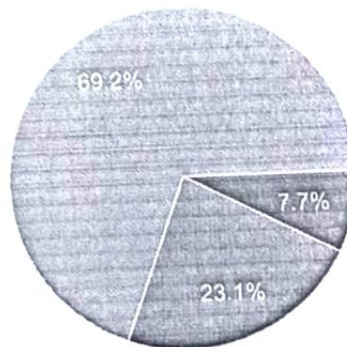
30 responses



- Good Delivery of the course (Upto the expectations)
- Needs modification in Delivery of the course
- Revamp Delivery of the course

## International Financial Management (18MBAE814)

13 responses



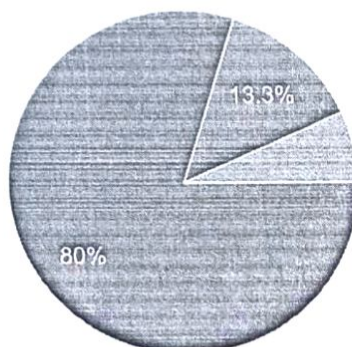
- Out dated content
- Modify content (update/modification needed)
- Appropriate content

GS



### Integrated Marketing Communication and Brand Management (18MBAE805)

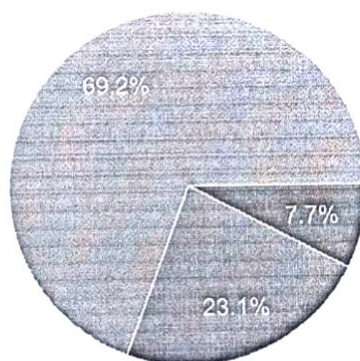
30 responses



- Good Delivery of the course (Upto the expectations)
- Needs modification in Delivery of the course
- Revamp Delivery of the course

### International Financial Management (18MBAE814)

13 responses

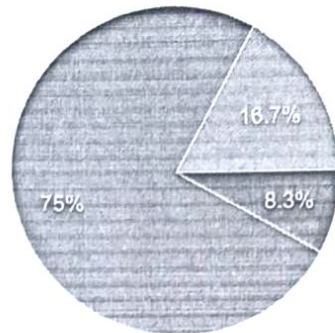


- Out dated content
- Modify content (updatation/ modification needed)
- Appropriate content



## International Financial Management (18MBAE814)

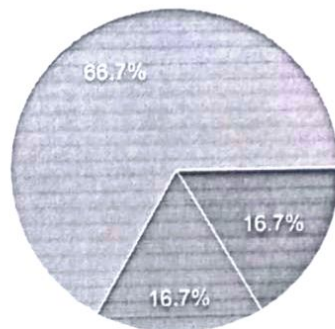
12 responses



- Credit allocation is Less
- Credit allocation OK(Appropriate)
- More Credit allocation (More than necessary)

## International Financial Management (18MBAE814)

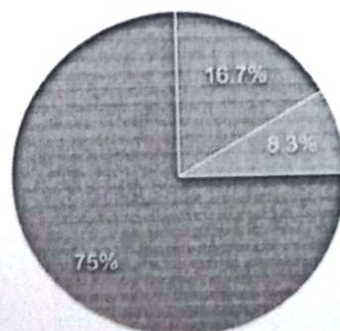
12 responses



- Relevance to future (Minimum relevance)
- Can't say about Relevance to future (career)
- Relevant to future (Highly relevant)

## International Financial Management (18MBAE814)

12 responses

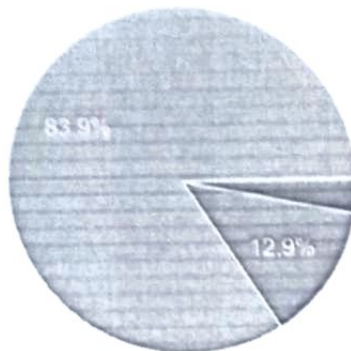


- Good Delivery of the course (Upto the expectations)
- Needs modification in Delivery of the course
- Revamp Delivery of the course



## HR Operations (18MBAE823)

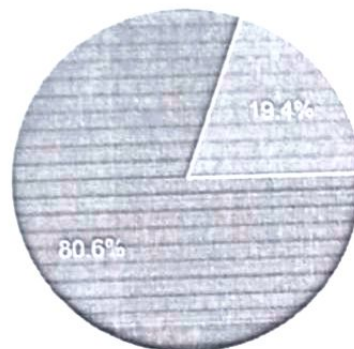
31 responses



- Out dated content
- Modify content (updaton/ modification needed)
- Appropriate content

## HR Operations (18MBAE823)

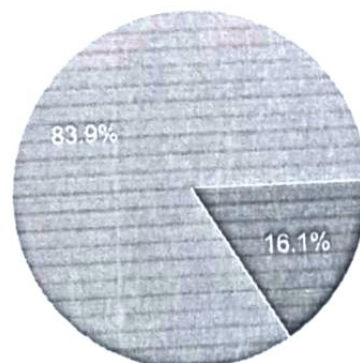
31 responses



- Credit allocation is Less
- Credit allocation OK(Appropriate)
- More Credit allocation (More than necessary)

## HR Operations (18MBAE823)

31 responses

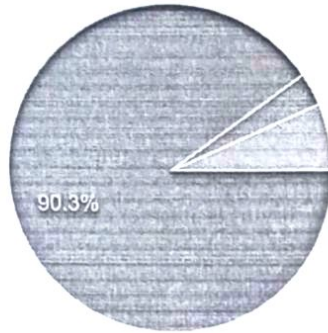


- Relevance to future (Minimum relevance)
- Can't say about Relevance to future (career)
- Relevant to future (Highly relevant)



## HR Operations (18MBAE823)

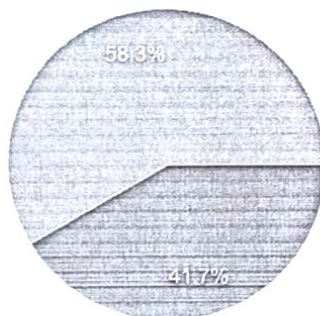
31 responses



- Good Delivery of the course (Upto the expectations)
- Needs modification in Delivery of the course
- Revamp Delivery of the course

## Project Management (18MBAE33)

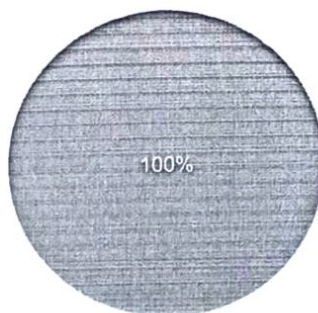
12 responses



- Out dated content
- Modify content (upadation/ modification needed)
- Appropriate content

## Project Management (18MBAE33)

12 responses

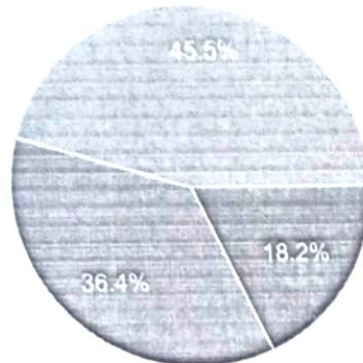


- Credit allocation is Less
- Credit allocation OK(Appropriate)
- More Credit allocation (More than necessary)



## Project Management (18MBAE33)

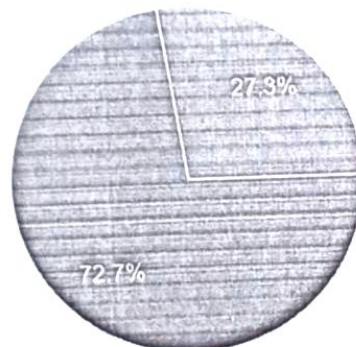
11 responses



- Relevance to future (Minimum relevance)
- Can't say about Relevance to future (career)
- Relevant to future (Highly relevant)

## Project Management (18MBAE33)

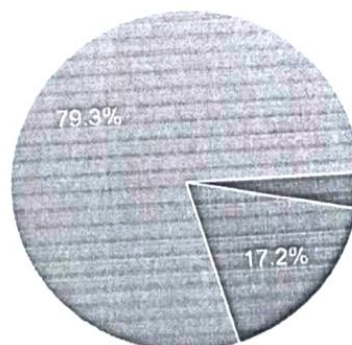
11 responses



- Good Delivery of the course (Upto the expectations)
- Needs modification in Delivery of the course
- Revamp Delivery of the course

## Project Work Phase-2 (18MBAW804)

29 responses

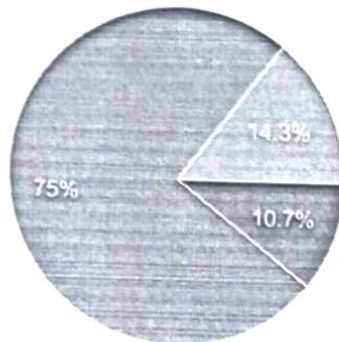


- Out dated content
- Modify content (updatation/ modification needed)
- Appropriate content



## Project Work Phase-2 (18MBAW804)

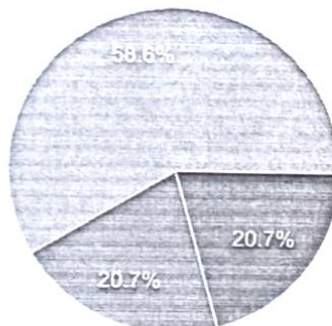
28 responses



- Credit allocation is Less
- Credit allocation OK(Appropriate)
- More Credit allocation (More than necessary)

## Project Work Phase-2 (18MBAW804)

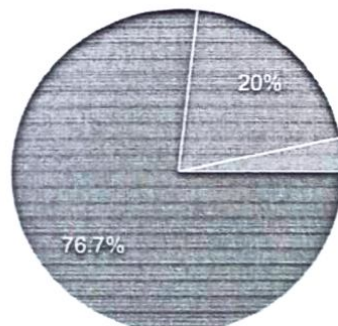
29 responses



- Relevance to future (Minimum relevance)
- Can't say about Relevance to future (career)
- Relevant to future (Highly relevant)

## Project Work Phase-2 (18MBAW804)

30 responses

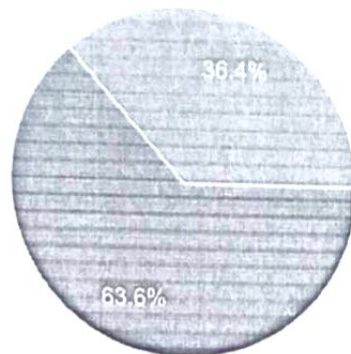


- Good Delivery of the course (Upto the expectations)
- Needs modification in Delivery of the course
- Revamp Delivery of the course



## Entrepreneurship Project- Phase 3 (18MBAW803)

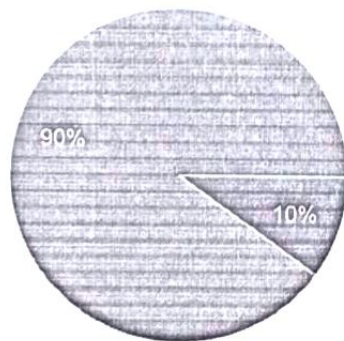
11 responses



- Out dated content
- Modify content (upadation/ modification needed)
- Appropriate content

## Entrepreneurship Project- Phase 3 (18MBAW803)

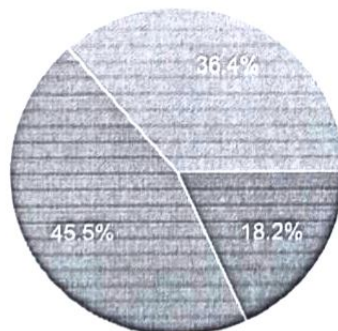
10 responses



- Credit allocation is Less
- Credit allocation OK(Appropriate)
- More Credit allocation (More than necessary)

## Entrepreneurship Project- Phase 3 (18MBAW803)

11 responses



- Relevance to future (Minimum relevance)
- Can't say about Relevance to future (career)
- Relevant to future (Highly relevant)



1/25/2021

School of Management Studies and Research

Suggest any course that can be offered

14 responses

Digital marketing

No

Digital marketing

Digital Marketing

MBA specialization in Forest management, disaster management and telecom management

Finance related course

Good

Digital Marketing

http

hi

<https://docs.google.com/forms/d/1IFQaWGYR6F1jBhY2JmwauhDfcuk0y5at5e6K0qlkuYQ/viewanalytics>

14/15

## Suggestions:

11 responses

No

None

No!

Subjects are good

It would have been more appreciated if the school had offered accelerated MBA program.

It's good.

As per my knowledge in SIIT phase 3 we have lot of time in that time only project work content can be done.. Instead of project work in 5th and 6 th term add some extra course or other activities..

Digital Marketing subject having a future scope for the students

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Google Forms





## **Feedback Analysis Report**

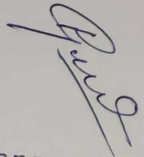
Based on the inputs of all the relevant stakeholders (feedback of the students, alumni, and industry), it is evident that there is a need to bifurcate the course into two. A closer look at the course by the subject experts and further analysis led to the conclusion that the course was too heavy to be dealt as one course. Further, with the advent of social media and digital marketing and its growing importance mandates to have one independent and full fledged course dedicated to Marketing communication.

### **Action taken:**

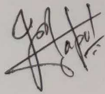
The present course "Integrated Marketing Communications and Brand Management" is perceived to be an elaborate course having varied course objectives. Taking cognizance of the views of all the stakeholders, it was decided to bifurcate the course as "Integrated Marketing Communications" and "Product and Brand Management". The splitting of the course into two would justify the growing importance of each of these courses.



School of Management Studies and Research  
Course Design Review  
Action Taken Report of the University on the  
Feedback of Stakeholders

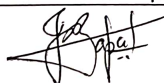


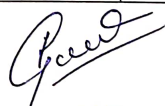
REGISTRAR  
KLE Technological University  
HUBBALLI-580 031





2	Observations/ Recommendations based on feedback		POs impacted
<b>Employer Feedback:</b> The employers during the course of BoS advised us on relooking at the course content based on what is prevalent in the market. They asked us to add topics like decision making process, internet advertising, impact of internet advertisement on sales which are emerging areas in marketing management.		<b>PO 3</b> (An ability to analyse, synthesize and solve organizational and societal issues)	
<b>Teachers Feedback (Pre-BoS MoM):</b> The teachers also felt that most students are inclined towards digital marketing seeing the success of companies like Flipkart, Amazon, Swiggy etc. They were also keen to add courses like marketing through multimedia, and mobile handled advertisements.			
<b>Alumni Feedback:</b> Nil			
<b>Students Feedback:</b> Nil			
<b>Actions taken</b>		<b>Course Added</b>	<b>BoS approved Date</b>
Based on the feedback there was a felt need to alter the course in a major way. And therefore a new course was planned to be offered which covered all these areas and few redundant topics like brand management has been shifted to another course.		Integrated Marketing Communication	7/4/2019



  
REGISTRAR  
KLE Technological University  
HUBBALLI-580 031

KLE Technological University, Hubballi –580031  
School of Management Studies & Research

**Board of Studies Meeting**

Date: 07-04-2019

The meeting of the Board of Studies, School of Management Studies & Research was held on 7<sup>th</sup> April 2019 at 11.30 am. Members Present:

Sl. No.	Name of the member	Role	Sign
1	Dr. S. V. Patil Professor & HoD KLE Tech. University, Hubballi	Chairperson	Present
2	Dr. Satyajit Majumdar Professor Tata Institute of Social Sciences, Mumbai	Members	Present
3	Mr. Nagaraj Kulkarni Senior Rates Strategist Standard Chartered Bank, Singapore		
4	Dr. V. Vijaya. Associate Professor, Indian Institute of Management, Tiruchirapalli		Present
5	Mr. Shiv Turmari Co-Founder & Director, ANALOGSEMI Bangalore		Present
6	Dr. Deepankar Sinha, Associate professor Indian Institute of Foreign Trade, Kolkatta		
7	Dr. K. Kiran Kumar Associate Professor, Indian Institute of Management Indore		Present online
8	Mr. Gurubasavarya Hiremath Associate Professor KLE Tech. University, Hubballi		Present
9	Mr. Nagaraj Navalgund Assistant Professor KLE Tech. University, Hubballi		Present
10	Mr. Sagar Patil Assistant Professor KLE Tech. University, Hubballi		Present
11	Dr. Parag Patel, Associate Dean, Undergraduate Programmes Amrut Mody School of Management (AMSOM) Ahmedabad University	Invitee	Present
12	Mr. Girish Hiremath Manager IVL Infovision Labs, Pune	Alumni Member	Present
13	Ms. Sunita Laxmeshwar VI Term MBA,	Student Member	Present



KLE Technological University, Hubballi –580031  
School of Management Studies& Research

Minutes

The meeting of the BoS, School of Management Studies and Research was held on 7<sup>th</sup> April 2019 between 11.30 am to 5.00 pm in the Senate Hall, LHC, KLE Technological University, Hubballi.

**Agenda:**

- Welcome
- Briefing about the department activities
- Confirmation of minutes of the previous meeting
- Ratification
- Finalization of the scheme for the academic programme 2019-21 and the syllabus of 1st, 2nd and 3rd Term
- Finalization of the syllabus of 4th, 5th and 6th term for the academic programme 2018-20
- Finalization of BBA programme, scheme and content

Meeting was called to order at 11.45 am and a quorum was sufficient (except 2 members all were present. One member was participated through online (Google handout).

**Agenda 1 : Briefing on academic activities of SMSR during 2018-19**

Discussion : Head of the School presented  
(Members complemented the team SMSR for the progress and appreciated the SIIT, RI and RE track)

**Agenda 2 : Confirmation of the minutes of the previous meeting**

Resolution : BoS Confirmed the minutes of the previous BoS Meeting

**Agenda 3 : Ratifications**

Discussion : Chairman tabled the expected four ratifications and explained the necessity

Resolution : BoS admitted the ratifications and approved the same



**Discussions:**

BoS members reviewed the program scheme and contents of courses for the academic year 2019-20. Members reviewed the content of each course and sought for clarifications in some of the courses. Internal members provided clarifications. External members suggested some modifications as given in agenda 4 & 5.

**Agenda 4: Finalization of the scheme for the academic programme 2019-21 and the syllabus of 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> Term**

BoS members approved the program scheme and contents of courses with following modifications to respective courses.

**Employer Feedback:**

Business Environment:

- Economics of informal economy (outsourcing) to be introduced. Use economic stories of informal sector

**Teachers Feedback:**

Financial Management:

- Crowd funding, venture capital financing, new valuation methods

**Alumni Feedback:**

Fundamental Communications:

- Include reflective writing

Operation Management

- Industry 4.0 is to be added





**Agenda 5: Finalization of the syllabus of 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> term for the academic programme 2018-20**

**Resolutions:**

BoS members approved the program structure and course content with following modifications to respective courses.

**Employer Feedback:**

Integrated Marketing Communication:

- The employers during the course of BoS advised us on relooking at the course content based on what is prevalent in the market. They asked us to add topics like decision making process, internet advertising, impact of internet advertisement on sales which are emerging areas in marketing management.

Industrial Marketing:

- Employers have felt that we should emphasize on industrial marketing because of its prominence given by the state and central government.

Product and Brand Management:

- As India enters new markets and opened doors to MNC's to open shop in India. The emphasis on product development in India is going to be growing. And hence focus needs to be product and brand management for better acceptance in the market place.

**Teachers Feedback**

Integrated Marketing Communication:

- The teachers also felt that most students are inclined towards digital marketing seeing the success of companies like Flipkart, Amazon, Swiggy etc. They were also keen to add courses like marketing through multimedia, and mobile handled advertisements.

Product and Brand Management:

- Teachers felt that product management and brand management are areas where many companies want student to get employed. Currently brand management is handled as a part of integrated marketing communication. Because of the emphasis from the interviewing companies it was felt that focused course on product and brand management will help the student community.



International Financial Management:

- Negative interest rates are here to stay

Integrated Marketing Communications:

- Remove brand management content and focus only on Integrated marketing communication

Alumni Feedback:

Industrial Marketing:

- The alumni feel that based on their experience we need to emphasise on industrial marketing especially with the ideal of make in India becoming more and more prominent. Several MNC's are setting shop in India like Microsoft, Samsung, Nokia etc., and several industrial products given government subsidies like electrical vehicles. Therefore a new course focused on the above areas need to be introduced. This will incorporate Systematic approach to the management and control of supplier/customer relationships, interactive strategic marketing planning etc.

General suggestions	
Suggestions	Remarks
Additional certificates need to be given to Research and Entrepreneurship courses	Will be considered on the basis of merit of work
Theme based terms can be framed like SME, Technology, Rural and Retail etc..	Is not operationally feasible
A course on 'Indian business history' can be included	Will be considered for next academic year
Develop case studies on SIIT	Will be considered
Alumni connect should be taken as important activity	Connections in the form of meetings/talks/ interactions will be increased
Series of special topics can be conducted	Will be looked in to the possibilities
Business Ethics need to be included	Is being taught in the context (many courses)
Need to bring critical thinking in the courses	Will be incorporated in the pedagogy
Students competency study needs to be conducted in the context of placement	Research work is in progress





**Agenda 6 : Discussion on BBA**

BBA programme is being introduced for the first time. The broad frame work of the programme scheme and contents of courses of I year was tabled and requested the members for the inputs to position this programme on a different standing. Each member presented their views and following are the important points.

**Dr. Vijaya**

- BBA should have depth in courses relating to human behavior or Social sciences.
- Students can be allowed to work on part time basis
- Focus on exposure to various sectors
- Allow students to run an actual business for one year
- Observe-Do-Learn

**Dr. Shivyogi T**

- Study the present scenario of BBA programme in the region
- RI would be an differentiator
- Intense faculty training
- Minimum of 8 weeks of internships

**Dr. Parag Patel**

- Maintain high rigor in attendance, continuous evaluation and Pedagogy.
- Credits hour need to be relooked
- Look for interdisciplinary courses
- LSRW
- Language labs
- Reduce Lectures in courses
- Create various tracks in last two to three terms Like in 3<sup>rd</sup> year, tracks can be Research, Entrepreneurship and Employability.
- Include SAPM in BBA curriculum
- Include arts as a 3 credit course

**Dr. Majumdar**

- Strong administrative foundation should be laid down
- It has to be all India programme
- It should be 100% residential programme
- Focus on electronic learning
- Assessment should be less through exams and more from CIE component



- Term 1 to 3, content is good, delivery need to be focused

**Perspective approach**

- Social, Cultural, Economic, Technology, Rural and Urban, Local, Geographical, Political, Religious thought, Language ability, Communication, Social Skills, Listening ability, Scientific enquiry, Art & Music, Sports, Numerical Capability, Costing, Accounting, Computing, Modern technology gadgets
- Remove Strategic Management from BBA curriculum.
- Students should be developed in
  - language ability: constructing right sentence
  - scientific ability:
  - appreciation for art and music
  - Numeric ability: basic accounting and costing
  - Computing ability
- Correspondence should be on digital platform
- E- assignment

Last terms need to focus on employability. The suggestions made were agreed by the members. The BoS has empowered the chairman to make necessary changes.




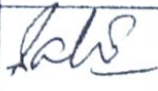

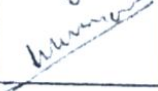
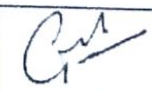




**KLE Technological University, Hubballi**  
**School of Management Studies & Research**

**Board of Studies Meeting - 2019-20**

Date: 07 - 04 - 2019

Members Present:

Sl. No.	Name of the member	Role	Sign
1	Dr. S. V. Patil Professor & HoD KLE Tech. University, Hubballi	Chairperson	
2	Dr. Satyajit Majumdar Professor Tata Institute of Social Sciences, Mumbai	Members	
3	Mr. Nagaraj Kulkarni Senior Rates Strategist Standard Chartered Bank, Singapore		
4	Dr. V. Vijaya. Associate Professor, Indian Institute of Management, Tiruchirapalli		
5	Mr. Shiv Turmari Co-Founder & Director, ANALOGSEMI Bangalore		
6	Dr. Deepankar Sinha, Associate professor Indian Institute of Foreign Trade, Kolkatta		
7	Dr. K. Kiran Kumar Associate Professor, Indian Institute of Management Indore		
8	Mr. Gurubasavarya Hiremath Associate Professor KLE Tech. University, Hubballi		
9	Mr. Nagaraj Navalgund Assistant Professor KLE Tech. University, Hubballi		
10	Mr. Sagar Patil Assistant Professor KLE Tech. University, Hubballi		
11	Dr. Parag Patel, Associate Dean, Undergraduate Programmes Amrut Mody School of Management (AMSOM) Ahmedabad University	Invitee	