

MMPM-007

**Master of Business Administration (MBA)/ Master of Business
Administration (Online) MBA(OL) / Master of Business
Administration(Marketing Management) (MBAMM)/ Post Graduate
Diploma in Marketing Management (PGDIMM)**

**ASSIGNMENT
For
January 2024 and July 2024 sessions**

**MMPM-007: Integrated Marketing Communication
(Last date of submission for January 2024 session is 30th April, 2024 and for
July 2024 session is 31st October, 2024)**



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MMPM-007
Course Title	:	Integrated Marketing Communication
Assignment Code	:	MMPM-007/TMA/January/2024
Coverage	:	All Blocks

Note: Attempt all the questions and submit to the coordinator of your study centre. Last date of submission for January 2024 session is 30th April, 2024 and for July 2024 session is 31st October, 2024.

1. a) Distinguish and discuss the terms Marketing Communication and Integrated Marketing Communication. Explain their importance in the light of promoting a firm's product or service offerings.
b) Differentiate between advertisement and advertising. Discuss the term advertising campaign and the various steps involved in advertising campaign planning for any model of electric passenger car of your choice.

2. a) As a manager of marketing communication what are the various strategic and creative considerations that you would consider while planning for advertising campaign for a Jewellery brand. Discuss.
b) Discuss the term advertising effectiveness. Why it becomes necessary to measure the advertising effectiveness by the marketer? Explain by talking an example of a top end mobile brand of your choice.

3. a) Discuss the role and importance of sales promotion function in the context of integrated marketing communication. Elaborate.
b) What is direct marketing? Discuss the factors that are responsible for its growth. Highlight the major advantages and disadvantages of direct marketing.

4. a) Discuss your understanding of media buying. Explain the three types of media available to marketers.
b) Highlight and explain briefly the various legal issues that are faced by marketing manager involved in integrated marketing communication function.