



# RUKMINI DEVI

## Institute of Advanced Studies

Approved by AICTE, HRD Ministry, Affiliated to G.G.S. I.P. University, Delhi

- NAAC Accredited, 'A+' Grade (2nd Cycle)
- Category 'A+' Institution by SFRC, Govt of NCT of Delhi.
- Highest Category 'A' by Joint Assessment Committee of GGSIPU & DHE, Govt. of NCT of Delhi.
- Member of AMDISA, AIMA, CII, DELNET, DMA, CEGR, ICT Academy, NDL, NHRDN, ASSOCHAM
- MoU Signed with MSME-TDC, PPDC Agra, Ministry of MSME, Govt. of India



An ISO 9001 : 2015  
Certified Institute

# DOSSIER

*On*

**Class room Lecture-"Integrated Marketing" for BBA by Ms. Aditi Kaushik**

**Department of Management Studies**

**On**

**October 10 , 2018**



S.NO.	Particulars	Pg.No.
1.	<b>Form-A</b> : Proposal to organize an event	3
2.	<b>Form B</b> :	
	Part I - Aim of the event	4
	Part II - Abstract	4-5
	Part III - Conclusion	6

**Ms. Shikha Aggarwal**

Asst. Professor , RDIAS

**Prof.(Dr.)Raman Garg**

Director, RDIAS

## **FORM A**

### **Proposal :**

- **Name Of the event to be organized :** Class room Lecture-"Integrated Marketing" for BBA by Ms. Aditi Kaushik
- **Date :** October 10 , 2018
- **Time :** 10:00 - 10:50 AM
- **Venue :** Class Room No. 203, Block A
- **Organized By:** Department of Management Studies
- **Motivation for the activity :** To make students awareness about “Integrated marketing” and its associated concepts.

## **Form B**

### **Part 1**

#### **Aim of the event :**

The main objective was to make students understand the coordination of all aspects of marketing communication such as advertising, sales promotion, public relations, and direct marketing, in an effort to provide a consistent message to consumers.

### **Part 2**

#### **Abstract :**

Ms. Aditi Kaushik, Deputy Brand manager at Havells India Ltd, delivered a lecture on Integrated Marketing for the students of BBA third semester on October 10, 2018. She introduced the concept to the students with a very interactive presentation. She communicated the concept of integrated marketing as a process by which firms coordinate different aspects of marketing such as advertising, public relations, sales promotions etc. in order to provide a consistent message to their target consumers. It is a simple and innovative approach to communicate about the products in consistent manner using different elements of marketing communications. Integrated marketing communications focuses on the synergistic role of advertising, sales promotions, direct marketing, internet and interactive marketing, public relations, and personal selling in the communications program. By repeating the headlines, key phrases and images in each communication, you ensure that prospects and customers receive consistent messages each time they see one of the elements of the campaign. You can then use direct mail or email to follow up inquiries from the advertising or press campaigns and provide prospects with more information. To help convert those prospects to customers, you can use telemarketing to sell directly or make appointments for the sales team. . It ensures that all forms of communications and messages are carefully linked together in order to reduce any confusion among the customers and increase awareness of the product.

She also discussed various advantages that Integrated marketing communications provide to the firms including brand reinforcement, competitive edge, creative consistency and cost effectiveness. She ended the topic by providing the example of Havells water purifiers and different forms of consistent advertising methods the company is using to promote the product.

### **Part 3**

#### **Conclusion**

Ms. Kaushik held an interactive session within the classroom on the concepts and benefits of Integrated Marketing communications.

## SnapShot



Lecture in progress