

Som-Lalit Institute of Business Management, Ahmedabad			
Master of Business Administration (92 Regular)			
Course Code: 4539212		Course Title: Integrated Marketing Communication	
Academic Year: 2021-23	Semester III	Credits: 3	Hours: 40

Innovative Teaching Method:

Inquiry Based Learnings – Inquiry-Based Learning is an educational approach that emphasizes the student's role in the learning process by encouraging them to ask questions, explore, and engage with the material actively. In the context of Integrated Marketing Communication, IBL can enhance students' understanding of complex marketing concepts and their application in real-world scenarios.

Key Features of IBL in IMC:

1. **Question-Driven Exploration:** Students begin with open-ended questions related to IMC topics, such as audience segmentation, message development, or media effectiveness. This encourages critical thinking and deeper understanding.
2. **Collaborative Learning:** Working in groups, students collaborate to research and discuss various aspects of IMC, fostering teamwork and diverse perspectives. This mirrors real-world marketing teams where collaboration is essential.
3. **Hands-On Projects:** Students create real or academic IMC campaigns, allowing them to apply theoretical knowledge practically. This experiential learning helps bridge the gap between theory and practice.
4. **Reflection and Feedback:** Regular reflection on their inquiry process and receiving feedback from peers and instructors helps students refine their strategies and deepen their learning.
5. **Interdisciplinary Approach:** IBL encourages students to draw from various disciplines to understand consumer behavior and marketing strategies comprehensively.

Benefits of IBL in IMC:

- **Enhanced Engagement:** Students are more motivated and engaged when exploring topics that interest them.
- **Critical Thinking Skills:** IBL cultivates analytical skills as students evaluate information and make decisions based on their findings.

- **Real-World Relevance:** By discussing actual marketing scenarios, students develop skills applicable in the workplace, preparing them for future careers.

Overall, Inquiry-Based Learning in Integrated Marketing Communication promotes a dynamic, student-centered learning environment that equips students with the skills necessary to excel in the ever-evolving marketing landscape.

Inquiry Based Learning used in Class Teachings

- View the Best and Bekaar Advertisements in Class followed by discussion. Inquiry Based Technique is used
- Dissection of existing advertisements and creative briefs written.
- Real life successful campaign
- Students are asked to analyze various Sponsors of the reality TV shows (Inquiry based Learning) and understand their reach using literature review. Discussion of Publicity and PR by using examples from Bollywood

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