

INNOVATIVE CLASSROOM ENGAGEMENT (CE) ACTIVITY REPORT

Integrated Marketing Communication Course

1. COURSE NAME AND CODE

Detail	Information
Course Name	Integrated Marketing Communication (IMC)
Credit	3

2. PROGRAM AND SEMESTER

Detail	Information
Program	Post-Graduate Diploma in Management (PGDM)
Specialization	Marketing & Communication
Semester	Semester III (2024-26)
Institution	Shanti Business School, Ahmedabad
Faculty	Dr. Prashant Pareek

3. INNOVATIVE CE ACTIVITY: TITLE / NAME

"Designing a Landing Page for an IMC Campaign: Digital Brand Communication Touchpoint Creation"

4. BRIEF DESCRIPTION OF THE INNOVATIVE CE

This Innovative Classroom Engagement (CE) activity requires students to conceptualize and design a fully functional landing page for a product or service of their choice as part of an integrated marketing communication plan. The activity bridges theoretical IMC concepts with practical digital marketing execution, requiring students to demonstrate how digital communication elements—copy, visuals, branding, and calls-to-action—work together cohesively to attract, engage, and convert target audiences.

Students are tasked with:

- Selecting a product/service for which to create a landing page
- Defining their target audience and customer personas

- Developing an IMC message strategy and tone aligned with brand positioning
- Designing and developing a live, functional landing page using free, accessible platforms (Google Sites, Carrd.co, Canva Websites, Wix, etc.)
- Documenting their strategic decisions in a structured write-up (500-700 words)
- Submitting both the live landing page URL and a comprehensive PDF report with screenshots

**Total Marks:** 20

**Submission Mode:** Online (Live landing page link + PDF write-up)

**Submission Deadline:** 28th October 2025

**NATURE OF THE ACTIVITY**

Dimension	Description
Activity Type	Experiential Learning / Applied Project-Based Activity
Format	Individual assignment with live digital deliverable
Duration	4-5 weeks (self-paced within semester timeline)
Engagement Model	Student-centered, discovery-based learning
Industry Alignment	Directly relevant to contemporary digital marketing and IMC practices
Skill Application	Integrates design thinking, marketing strategy, copywriting, and digital execution

**5. PEDAGOGICAL APPROACH USED**

**Constructivist Learning Approach**

Students construct their own understanding of IMC principles by actively applying them to a real-world digital marketing scenario. Rather than passively absorbing theory, they learn by doing—creating tangible digital assets that demonstrate conceptual mastery.

**Problem-Based Learning (PBL)**

Students face a real-world marketing challenge: How to create a digital touchpoint that effectively communicates brand value and drives audience action. They must solve this problem by integrating multiple IMC concepts and digital marketing tools.

**ASSESSMENT METHODOLOGY**

**Assessment Approach: Holistic and Criterion-Based**

The assessment combines **product evaluation** (quality of landing page design and execution) with **process evaluation** (quality of strategic thinking and documentation), providing comprehensive insight into student learning and application of IMC principles.

**Assessment Components**

**Total Marks: 20**

The landing page CE activity is assessed through:

- 1. **Landing Page Design and Execution (12 marks)**
  - Visual design and brand consistency (3 marks)
  - Copy quality, clarity, and persuasiveness (3 marks)
  - User experience, navigation, and functionality (2 marks)
  - Calls-to-action effectiveness and conversion optimization (2 marks)
  - Mobile responsiveness and technical execution (2 marks)
- 2. **Strategic Write-Up and Documentation (8 marks)**
  - Target audience definition and analysis (2 marks)
  - IMC message strategy and positioning clarity (2 marks)
  - Strategic rationale for design choices (2 marks)
  - Conversion goal alignment and expected outcomes (2 marks)

**6. EVALUATION CRITERIA**

**Landing Page Design Evaluation**

Criterion	Marks	Description
Visual Design	3	Clear visual hierarchy, professional appearance, consistent branding across elements, appropriate color scheme and typography
Copywriting Quality	3	Compelling headline, clear value proposition, persuasive body copy, strong calls-to-action, audience-appropriate language
UX and Functionality	2	Intuitive navigation, logical flow, working links/forms, appropriate use of white space, logical content organization
Conversion Optimization	2	Clear conversion path, prominent CTA buttons, minimal friction, trust signals, urgency/incentive elements

Technical Execution	2	Mobile-responsive design, fast loading, cross-browser compatibility, professional polish, error-free functionality
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Table 1: Landing Page Design Evaluation Criteria

Strategic Documentation Evaluation

Criterion	Marks	Description
Audience Definition	2	Clear target audience identification, demographic/psychographic profiling, needs and pain points articulation
IMC Strategy	2	Message strategy clarity, tone alignment, positioning statement, brand communication consistency, strategic rationale
Design Rationale	2	Clear explanation of design choice alignment with IMC principles, evidence of strategic thinking, connection between strategy and execution
Conversion Goals	2	Clear articulation of expected customer action, alignment with business objectives, realistic conversion mechanisms

Table 2: Strategic Documentation Evaluation Criteria

Overall Quality Standards

- **Originality and Creativity:** Student brings original thinking to design and messaging; demonstrates creative problem-solving
- **Strategic Depth:** Demonstrates understanding of IMC principles and applies them thoughtfully
- **Professional Presentation:** Both landing page and write-up reflect professional quality and attention to detail
- **Completeness:** All required components submitted with thorough documentation



## Assessment Type: INDIVIDUAL ASSESSMENT

Aspect	Details
<b>Assessment Structure</b>	Individual assignment—each student conceptualizes, designs, and submits their own landing page and write-up
<b>Rationale for Individual Assessment</b>	Allows assessment of individual student's mastery of IMC application, digital design thinking, and strategic planning capabilities
<b>Collaboration Optional</b>	While primarily individual, students may seek peer feedback and guidance during development phases
<b>Unique Deliverable</b>	Each student's landing page reflects their own strategic choices, design aesthetics, and understanding of their chosen product/market
<b>Plagiarism Considerations</b>	Students must ensure original landing page design and write-up content; citation required if using case studies or external references

## Course Outcomes (CO) Addressed by This CE Activity

Course Outcome (CO)	How Landing Page CE Addresses This Outcome
CO1: Understanding Key IMC Concepts	Students demonstrate understanding of IMC frameworks, processes, and role in brand building through strategic design choices
CO2: Develop IMC Strategies	Students develop integrated communication strategies aligned with organizational objectives and audience segmentation
CO3: Analyze and Evaluate IMC Effectiveness	Students evaluate their landing page design against IMC principles and expected conversion metrics
CO4: Utilize Communication Channels	Students demonstrate proficiency with digital channels and integration of IMC mix elements (messaging, visuals, CTAs)
CO5: Apply Creative Problem-Solving	Students demonstrate creative thinking in message development, design execution, and conversion optimization