

Read to Lead



# Integrated Marketing Communication and Digital Marketing



THAKUR PUBLICATION PVT. LTD.  
BENGALURU

Dr. Noor Firdoos Jahan  
Dr. G. Gunaseelan

### About the Book

This book of "Integrated Marketing Communication and Digital Marketing" provides fundamental aspects of marketing communications, advertising, digital marketing, social media marketing and online reputation in current scenario. It presents the concepts in an appealing and logical style. In this book, every effort has been made to make the text easy to understand keeping the material according to the syllabus.

### About the Author



**Dr. Noor Firdoos Jahan**, an academician with **21 years** of experience in the capacity of Professor, Principal and head of post graduate degree in Business Administration in the reputed colleges of Bangalore, is currently the Professor and Coordinator of the Department of Marketing and Research center at **R V Institute of Management, Bangalore**. Dr. Noor has authored books on Business Marketing, Retailing Management and Services, Strategic brand management and Principles of Management - Simplified. She has published more than 40 papers both in the National and International refereed journals. She has participated as resource person and has delivered lectures in many conferences and seminars. She has also conducted several workshops for teachers and students in the area of Management. Dr. Noor Firdoos Jahan holds a post graduate degree in Business Administration from Bangalore University in the area of Marketing, Ph.D. in Management from Sri Padmavati Mahila Visvavidyalayam, Tirupati and has qualified in UGC-NET. Her area of research is Marketing and Retailing.



**Dr. G. Gunaseelan** currently working as an Associate Professor in the PG Department of Commerce and Management Studies, **Brindavan College, Bengaluru**. He has completed **B.E** (Electronics and Communication Engineering) in Anna University, Chennai, **MBA** in Karunya University, Coimbatore. He has completed **Ph.D** (Management) in Bharathiar University, Coimbatore. He has 6 years of experience in research and **4 years** of experience in teaching. He has published number of research articles in the National and International journals and also various research papers presented in the National and International seminars / conferences. He Worked in Editorial Team as a Assistant Editor for e-journal Publication "Paradigm Drift in Business Theory and Practices" (ISBN: 978-81-931500-2-3).

### Bengaluru City University MBA 4<sup>th</sup> Semester

Subject Name	Author/Editor Name
International Business	Dr. Bharath, V
Project Management and Analysis	Mrs. Priyanka Singh, Mr. Vipin Singh
International Financial Management	Dr. Saroj Kumar, Mr. Raj Kumar Singh
Derivatives And Risk Management	Dr. Saroj Kumar, Mrs. Priyanka Singh
Sales and Distribution Management and Retailing	Dr. (Prof.) V. Pushpa Shetty
Services Marketing and Customer Relationship Management	Dr. M. Gurusamy
Integrated Marketing Communication and Digital Marketing	Dr. Noor Firdoos Jahan, Dr. G. Gunaseelan
Global HRM	Prof. Deepak Singh MC, Mrs. Jyoti Gupta
Strategic HRM	Prof. Deepak Singh MC, Prof. Roopa Shettigar
Industrial Relations and HR Audit	Dr. Nidhi Arora, Smitha N. S

₹210

www.tppl.org.in  
www.questionpaper.org.in



Scan QR Code



ISBN: 978-93-90972-24-1

