



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 academican 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 Viswavidyalayam, Tirupati and has qualified in UGC-NET. Her area of research is Marketing and Retailing.



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ISBN: 978-93-90972-24-1

Frontier: Smart Printing Press, Jambhavanthi, Luchchow, Andh, 753010(INDIA)