



## About the Book

The book provides an insight into the different aspects of Marketing Communications. Emerging issues in marketing communications- Marketing Mix decisions, Promotion mix, Consumer behaviour, Consumer decision making, Integrated marketing Concept and various theories of marketing are important topics of this book. It is an attempt to provide elementary text designed to cater to the needs of undergraduate students of Commerce.

This book has been written in a very lucid and expressive language for easier understanding of concepts supported with suitable examples related to Indian business scenario. Text has also been supported with learning aids figures, tables, pictorial exhibits to brief up the topic at a glance. Each chapter has been supplemented with review questions included at the end. Last year's Delhi University paper questions have also been included so that students can relate to the examination concept and style.

## About the Authors

**Ms. MANJOT KAUR SHAH** is an Assistant Professor in Department of Commerce, Mata Sundri College for Women, University of Delhi. She has completed her graduation and post-graduation from Guru Nanak Dev University, Amritsar. She is pursuing her PhD from Amity University, Noida. She has more than four years of teaching experience. She has published various research papers in the field of marketing. Her area of research is consumer behavior.

**Ms. ISHPREET KAUR VIRDI** is an Assistant Professor in Department of Commerce, Mata Sundri College for Women, University of Delhi. She graduated, Post graduated and pursuing Doctor of Philosophy in Marketing from University of Delhi. Her research work focuses on *Deceptive Advertising and its impact on Consumer Behaviour*. She has significantly contributed several papers in leading journals and has presented papers at various conferences. Recently, she presented her research work at IIM Lucknow conference in January 2017, which received accolades. Having a teaching experience of more than five years in Commerce, she has also been accounted as a member of the team of paper setter in similar subjects. She is actively involved in research and consultancy in the areas of marketing and advertising.

**Ms. MANPREET KAUR** is an Assistant Professor in Department of Commerce, Mata Sundri College for Women, University of Delhi. She did her M.Com and B.Com (Hons) from SGTB Khalsa College, University of Delhi. She has more than three years of teaching experience. She has contributed several research papers. Her area of interest includes finance, accounts and marketing.

**Rs. 150/-**



**Pinnacle Learning**

24, D.D.A. Shopping Complex Ber Sarai, New Delhi 110016 Phone: 65664085  
E-mail: [pinnaclebooks1@gmail.com](mailto:pinnaclebooks1@gmail.com), [pinnaclelearning@hotmail.com](mailto:pinnaclelearning@hotmail.com)  
Website: [www.pinnaclelearning.in](http://www.pinnaclelearning.in)