Effectiveness of Integrated Marketing Communication Strategies for Housing Projects in Bangalore urban district.

Submitted
In fulfilment of the requirements for the Degree of Doctor of Philosophy in Commerce
To
Department of Studies in Commerce
University of Mysore

Submitted by
LAKSHMANA.Y.G.
(Enrolment No. WOF-2460/2010/11)
Assistant Professor
B. N. M. Degree College
Bangalore-70

Under the Guidance of
Dr. K.NAGENDRA BABU
Research Guide

Department of Studies in Commerce
Manasa Gangothri, University of Mysore
Mysore- 570006.

18th June 2015