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UNIVERSITY OF MYSORE

**STUDY OF THE EFFECTIVENESS OF ONLINE MARKETING ON
INTEGRATED MARKETING COMMUNICATION**

By

Goorappara Ravichandra
IV Semester MBA
Reg.No 18MB0044

Guide

Dr. D.Anand Professor

Project Report submitted to the University of Mysore in
partial fulfillment of the requirements of IV Semester
MBA degree examinations – 2020

B.N. Bahadur Institute of Management Sciences,
University of Mysore, Manasagangothri,
Mysore - 570006

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University of Mysore,Manasagangothri,
Mysore - 570006**

CERTIFICATE

This is to certify that **Goorappara Ravichandra** student of IV Semester M.B.A. course has prepared this project report entitled "A PROJECT ON DIGITAL MARKETING – THE NEW FACE OF MARKETING COMMUNICATION" in Partial fulfilment of the requirements for the award of post-graduation degree in Master of Business Administration of the University of Mysore, during the academic year 2019-2020.

Place: Mysore

Date:


Prof.AISHA M SHARIF

CHAIRPERSON

**B.N. Bahadur Institute of Management Sciences,
University of Mysore, Manasagangothri**

Mysore – 570006

GUIDANCE CERTIFICATE

The project report entitled “A PROJECT ONDIGITAL MARKETING – THE NEW FACE OF MARKETING COMMUNICATION” is prepared by **Goorappara Ravichandra** in partial fulfilment of the requirements of M.B.A. under my guidance. This report is submitted to University of Mysore in partial fulfilments of the requirements of IV Semester M.B.A. degree examination of 2020.



PROJECT GUIDE

Dr.D.AnandProfessor

Place: Mysore

Date: