

Basic Profile | NOLEGEIN Journal of Advertising and Brand Management



Magazine Title	:	NOLEGEIN Journal of Advertising and Brand Management
Frequency	:	Half Yearly
Language	:	English
Category	:	Journals on Various Topics
Subcategory	:	Business, Commerce and Management
Version	:	Print Version
Edition	:	India
Publishing Country	:	India

Subscription Packages for Indian Subscribers

Year(s)	No. of Issues	Print Version	Digital Version	Print + Digital
One	2	₹ 3500.00	₹ 7670.00	₹ 8632.00

About the Magazine

NOLEGEIN Journal of Advertising and Brand Management is focused towards the rapid publication in the following areas of

- Advertising theories and their relationship with practice
- Media Research, advertising and communications
- Promotional Research and management
- Cross media research and management
- Consumer research and advertisement analysis
- Types of advertising
- Sales promotions
- Media and advertising approaches
- Rise in new media
- Crowdsourcing

Global advertising
Foreign public messaging
Diversification
New technology
Advertising research
Social media
Advertising and organisational responsibilities
Cognitive information models
Hierarchy of effects models
Foote, Cone, Belding (FCB) planning grid
Advertising planning
Careers in advertising management

Sections covered by this journal are review papers, research papers, interviews, news, companies/ institutions write-ups, short popular articles and case studies.