

MBA PROJECT TITLES IN MARKETING

1. Study on Internet Marketing
2. Study on Market Assessment/Planning
3. Study on Market Research/Surveys/Focus Groups
4. Study on New Product Development/Design
5. Study on Pricing Strategy
6. Study on Revenue Management
7. Study on Sales force Management
8. Study on Advertising and Promotion/PR
9. Study on Branding
10. Study on Customer Relationship Mgmt
11. Study on Data Mining/Data Driven Marketing
12. Study on Direct Marketing Customer Satisfaction Survey
13. Study on Consumer Perception Survey
14. Study on Service Quality
15. Study on Service Blueprinting
16. Study on Service Process Mapping – Back stage, on-stage
17. Study on Improving service quality using service blueprinting
18. Study on Competition Analysis
19. Study on Service standards
20. Study on effectiveness of employee's role in service delivery
21. Study on Effectiveness of channels (distributors) in service delivery
22. Study on Effectiveness of channels (on-line/ Internet) in service delivery
23. Study on Customer Data Analysis
24. Study of Institutional markets
25. Study on Effectiveness of promotion schemes
26. Study on measurement of Brand awareness and brand perception
27. Customer Loyalty study
28. Study of purchase influencing factors
29. Study on Customer Profiling
30. Advertising effectiveness study