

Project Topics for marketing specialization

1. Study on competitive advantage of organized retail store with special reference to (Shoppers Stop, Reliance Digital, Reliance Fresh, Big Bazaar etc)
2. Study of Customer satisfaction towards Tata Nano
3. Study of customer satisfaction towards Bajaj Pulsar
4. Study of customer perception towards “Branded Engine Oil” with special reference to Castrol.
5. A Study On Perception of Life Insurance Agency as a career
6. A Study on Customer Awareness about ICICI Lombard
7. A Study on the effectiveness of services provided to customers of Bank (EG. HDFC, ICICI , AXIS , SBI, PNB , BOI, ETC)
8. A Study on brand recall of ICICI Lombard General Insurance with special reference to Home Insurance
9. Customer Perception on Credit Card with special reference to SBI Credit card
10. A Study on Consumer Behavior towards packaged Milk with Special Reference to Chitale Milk
11. To study the service quality of the organized retail store with special reference to --- ----- (Shoppers Stop, Reliance Digital, Reliance Fresh, Big Bazaar etc
12. A Study on Advertisement Effectiveness of Personal care products of Hindustan Unilever Ltd. with special reference to Lifebuoy Soap or Lux Soap
13. A Study on Customer Service Quality in Airline Industry with special reference to ---- -----
14. A Study on Retailer’s Perception on ----- Mobiles (E.g. Nokia, Samsung, Micromax etc)
15. Study of Brand Awareness of -----
16. Study of Consumer Behavior in Selecting Mobile Phones
17. To study the perception about Social Media with special reference to Face book, Twitter & Whatsapp among young generation.
18. Study of Sales Promotion activities implemented at Big Bazaar
1. 19 .Study of Brand Perception in Laptops with special reference to Dell Laptops
19. Analysis of Customer Perception towards English News Paper with special reference to Times of India
20. A Study on Customer Expectations from English Newspaper with special reference to The Times of India
21. A Study on Advertisement and Sales Promotion strategies adopted by Big Bazaar
22. A study on customer satisfaction in banking sector with special reference to ----- -----Bank.
23. Study of Marketing Mix strategies of Communication Service provider companies with special reference to Airtel.

24. Direct marketing – prospects and issues.
25. To study Customer Relations Management in service organization like banks, insurance
2. Companies etc.
26. Study of Rural Marketing Strategy of Mahindra Tractors.
27. Study of rural consumer behavior in Tractor Purchasing
28. Rural marketing: prospects and challenges.
29. Study of Branding strategies of Vodaphone
30. Study of Marketing Mix strategies of Barista
31. Study of Marketing Mix Strategy of Bata Footwear Company
32. Study of Marketing Strategies of Home Appliances Company
33. Study of positioning strategy of Tourism Company
34. To analyze Tourist Satisfaction towards the services of a tourism company
35. Study of marketing strategies of Samsung Smart phones
36. Comparative study of model of two -wheelers of any two automobile companies.
(e.g. TVS Vs Honda) with respect to Marketing Mix Strategies.
37. Analysis of product positioning strategies of different models of Maruti.
38. Analysis of product positioning strategies of different models of Hyundai.
39. Study of consumer satisfaction towards the service quality of Big Bazaar
40. Study of consumer satisfaction towards the service quality of
41. Study of advertising strategy of Samsung mobile phones
42. Study of Consumer satisfaction and expectation towards the Reliance Jio -4G
services.
43. Study of marketing approach of any renowned Airline Company
44. Reliance Jio – Marketing Strategy
45. Uber- Analysis of marketing strategy
46. Study of Customer’s perception about the services of Uber.
47. Study of marketing mix strategies of a renowned hotel
48. Promotional Mix strategy of any renowned Smart Phone Company
49. Analysis of Brand Promotion Strategy by Vodafone
50. Analysis of Brand Promotion Strategy by Paytm
51. Study of Consumer Sales Promotion Schemes of Big Bazaar
52. Colgate Tooth Paste – Brand Promotion Strategy
53. A study on the consumer perception of HYUNDAI [Car Model]
54. Study on analyzing promotional tactics in retail sector
55. Online Retailing - Challenges and Opportunities.