MARKETING CAPSTONE PROJECT TOPICS

CAPSTONE PROJECT IDEAS
Social Media Marketing

- Effectiveness of holding a contest or giveaway
- How social media helps startups
- Is social media a disease in marketing?
- Social media marketing for millennials
- How social media influences consumer behavior
- What is the role of visuals on social media?
- Study on how effective it is to create a tag a friend content
- Age groups for SMM effectiveness
- The influence of social media on traditional marketing
- How baby boomers use social media for their buying behavior

Marketing Analytics

- Best market entry strategies
- Consumer brand awareness
- Emerging markets
- Habitual buying products
- Consumer buying behavior
- Women food buying behavior
- Banking and customer delight
- Banking sector gaps
- Brand image
- Family buying decision and effects of gender
Marketing Management

- Consumer purchase decision
- Market analysis of ABC company
- Export marketing entry strategy
- Customer relationship management
- Customer interaction and test marketing
- Retail banking gap analysis
- Business process outsourcing
- Lifetime plans of a cellular company
- Advertising effects on children
- Internet marketing trends

Marketing Management Research Paper

- Marketing management research project: what are the effects of customer loyalty programs?
- Channel and recruitment development
- Convenience stores and consumer loyalty programs
- Marketing surveys
- Unconventional distribution channels
- Impacts of packaging on consumers and retailers
- Consumer relationship management
- Brand equity survey
- Consumer satisfaction
- Customer profitability

Digital Marketing

- Content marketing
- Digital video advertising
- Digital marketing engagement
• Lead generation
• Programmatic buying
• Digital media buying
• Digital display advertising
• Social media in digital advertising
• Native advertising
• Digital advertising across age groups

MBA Marketing Project

• Retailers project
• Customer awareness and sales promotion
• Clients attitude level
• Event marketing
• Buying behavior of consumers
• International marketing
• Consumer buying behavior
• Marketing across age groups
• Traditional versus modern marketing
• How to market for baby boomers