

List of Marketing Research Paper Topics

If you are looking for some general, non-specific research topic, the following 30 topic ideas can prove valuable to you.

- 1. The Relation Between Brand Awareness and Repeat Purchases*
- 2. Components That Help Improve Brand Performance*
- 3. Marketing and Company Reputation: The Best Strategies to Use*
- 4. Is Corporate Social Responsibility a Marketing Strategy*
- 5. The Best Social Media Strategies to Drive Customer Engagement*
- 6. Analysis of Social Media Marketing Impact on Customer Behavior*
- 7. The Relationship Between Influencer Marketing and Lifestyle Branding*
- 8. The Most Noteworthy Technologies used to Improve Customer Online Decision Making Process*
- 9. Online Shopping: How Customers See it*
- 10. The Role Brand Personality Plays in Purchase Decisions*
- 11. The Use Cases of Virtual and Augmented Reality in E-commerce*
- 12. The Major Components of well-established Customer Relationship*
- 13. Brand Reputation Impact on First-impression with Customers*
- 14. Consumer Behaviour: Factors That Drive Convergence and Divergence*
- 15. Components of a Competitive Marketing Strategy*
- 16. Does Brand Experience Affect Consumers Purchasing Decisions*
- 17. What is Social Marketing Mix Strategy*
- 18. The Importance of Product Packaging in Competitive Marketing Strategy*
- 19. How to Price and Position Products or Services for Marketing Effectiveness*
- 20. What Makes Marketing Campaigns Targeting People with Wearables and Smartphones Unique*
- 21. Target-marketing and Product Design*
- 22. Building a Company Brand Image Through Guest Blogging*
- 23. The Key Differences Between B2C and B2B Marketing Strategies*
- 24. The Best Practices in B2B Marketing Campaigns*
- 25. Case Study of IBM's B2B "Every Second Counts" Marketing Strategy*
- 26. The Best Social Media Platform to Use for B2B Marketing*

Marketing Paper Topics

RJ Shavelson



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