

50 MBA MARKETING PROJECT TOPICS

1. Reliance Infocomm - marketing
2. Hero honda - marketing
3. In-depth analysis of Hong Kong & shanghai banking corporation - finance
4. to know about financial analysis of airtel
5. Reliance petroleum (consumer buying behavior)
6. Leads generation in sync with sales force survey of HCl
7. Paras foods limited
8. Promotional activities of HCl info systems for corporates, institutions & end user
9. To implementation of six-sigma (6σ) technique in fast food service industry (domino's pizza)
10. Escorts Yamaha - hr
11. Customer care programs at Maruti
12. Dabur report - hr
13. Icici...home loans
14. Indian airlines - hr
15. Coca cola - marketing
16. Bajaj auto Ltd.
17. Credit card business in banks, opportunities & threats
18. Strategic functioning of multinationals (the coca cola company) - ib
19. Study of the global physical commodity markets - ib
20. Pre-launch study of Amul ice cream in Noida market
21. Indian it services & bpo industry

22. Marketing of Adidas
23. Medical tourism in U.S: strategy for its development
24. Brand loyalty of teen agers (industry apparel)
25. Employee engagement as a retention tool
26. Preference of youth towards foreign brand and indian brand industry--- textile
27. Business management in smes - leveraging it for competitive advantage
28. Retail credit products in European banking sector
29. Supply chain system in manufacturing industry
30. Enhancing service quality looking beyond positioning
31. Customer experience dynamics in a retail outlet
32. competitive analysis of b-segment cars in Germany
33. Brand preference in refrigerators
34. Global branding
35. Credit risk management in banks
36. Analysis the need of working capital management
37. 3ps of the Australian stock market past present & perspective
38. Sustaining competitive advantage: airlines sector
39. Organized retailing - an eye on the future (ib)
40. Effect of merchandising on consumer buying behavior for (fmcg products)
41. Gems and jewellery industry - heading towards a glittering future (ib)
42. On customer preferences and satisfaction on centrally air-condition system
43. Competitive advertising

44. Changing role of Asian women buying behavior
45. Aquafina (Devyani beverages Ltd)
46. A project report on performance appraisal at national hydroelectric power corporation ltd
47. Credit card business in bank and threats & opportunities
48. Various strategies of business acquisition in banking industry
49. Marketing strategies of bpl & videocon
50. Comparative study of 4-stroke bike with special emphasis on yamaha crux & libero