

Projects > Undergraduate Project Topics > Marketing Project Topics

Projects > Undergraduate Project Topics > Marketing Project Topics — Batch 1

| # | Product Name | Price |
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| 1 | RADIO ADVERTISING AND BUSINESS PERFORMANCE OF BREWERIES FIRM IN PORT-HARCOURT METROPOLIS | ₦5000 |
| 2 | EFFECT OF SOCIO ECONOMIC CHARACTERISTICS IN THE USE OF INTERNET BANKING AMONG MONEY DEPOSIT BANKS IN ABIA STATE, NIGERIA. | ₦5000 |
| 3 | THE EFFECT OF MARKET SEGMENTATION ON THE MARKETING PERFORMANCE OF SELECTED LEATHER ENTERPRISES IN ABA, ABIA STATE | ₦5000 |
| 4 | THE EFFECTS OF MOTIVATION ON SALES FORCE PERFORMANCE OF A SELECTED GSM PROVIDER IN UMUAHIA, ABIA STATE. | ₦5000 |
| 5 | EFFECT OF TELEVISION ADVERTISING ON FOOD CONSUMPTION AMONG CHILDREN IN UMUAHIA, ABIA STATE, NIGERIA | ₦5000 |
| 6 | EFFECT OF PRICE ON CONSUMER PATRONAGE OF SOFT DRINKS: (A STUDY OF 7UP BOTTLING COMPANY) | ₦5000 |
| 7 | EFFECT OF PRODUCT INNOVATION ON MARKETING PERFORMANCE (A STUDY OF INDOMIE NOODLES) | ₦5000 |
| 8 | EFFECTS OF CUSTOMER RELATIONSHIP MARKETING ON CUSTOMER RETENTION (A STUDY OF FIRST BANK NIGERIA PLC) | ₦5000 |
| 9 | EFFECT OF SALES FORCE MOTIVATION ON SALES PERFORMANCE: A STUDY OF NIGERIA BREWERIES PLC. | ₦5000 |
| 10 | EFFECT OF GREEN MARKETING PRACTICE ON SOCIALLY RESPONSIBLE BEHAVIOUR AMONG MILLENIALS IN MICHAEL OKPARA UNIVERSITY OF AGRICULTURE, UMUDIKE UMUAHIA ABIA STATE | ₦5000 |
| 11 | IMPACT OF BRANDING ON CONSUMER PURCHASE BEHAVIOUR AMONG USERS OF ENGINE OIL IN NIGERIA (A STUDY OF ENUGU METROPOLIS) | ₦5000 |
| 12 | THE EFFECT OF CUSTOMER SERVICE ON CUSTOMER LOYALTY IN THE NIGERIAN BANKING INDUSTRY (A CASE OF FIRST BANK NIGERIA PLC) | ₦5000 |
| 13 | EFFECT OF MARKETING MIX STRATEGY ON SALES VOLUME OF SACCLUX PAINT INDUSTRY | ₦5000 |
| 14 | CUSTOMER ACQUISITION AND CUSTOMER RETENTION, COST IMPLICATION IN THE BANKING SECTOR (A STUDY OF FIRST BANK, ZENITH BANK, UNION BANK AND ECOBANK) | ₦5000 |
| 15 | THE EFFECT OF CUSTOMER RELATIONSHIP MANAGEMENT ON THE MARKETING PERFORMANCE OF MONEY DEPOSIT BANK A STUDY OF UNION BANK PLC | ₦5000 |
| 16 | EFFECT OF GREEN MARKETING ON CONSUMER PATRONAGE FOR CONSUMER GOODS (A STUDY OF MICHAEL OKPARA UNIVERSITY OF AGRICULTURE, UMUDIKE). | ₦5000 |
| 17 | COMPARATIVE ANALYSIS OF THE ADOPTION OF INTERNAL MARKETING AMONG SELECTED PUBLIC AND PRIVATE UNIVERSITIES IN NIGERIA. | ₦5000 |
| 18 | EFFECT OF PRODUCT INNOVATION ON MARKET PERFORMANCE OF NESTLE NIGERIA PLC (A STUDY OF NESTLE MILO) | ₦5000 |
| 19 | EFFECT OF PRODUCT REBRANDING ON THE PERFORMANCE OF 7 UP BOTTLING COMPANY | ₦5000 |
| 20 | DETERMINANTS OF CONSUMER PURCHASE DECISION MAKING FOR SELECTED PHARMACEUTICAL PRODUCTS | ₦5000 |
| 21 | EFFECT OF RELATIONSHIP MARKETING AS A STRATEGY FOR CUSTOMER RETENTION IN GLOBACOM NIGERIA LIMITED | ₦5000 |
| 22 | EFFECT OF CELEBRITY ENDORSEMENT ON BRAND IMAGE AMONG GSM USERS IN UMUAHIA URBAN, ABIA STATE | ₦5000 |
| 23 | EFFECT OF PRICE DISCRIMINATION ON CONSUMER PREFERENCE TOWARDS MADE IN NIGERIA TEXTILE PRODUCTS IN ABA, ABIA STATE | ₦5000 |
| 24 | SALES PROMOTION AND PATRONAGE OF SOME INDUSTRIAL PRODUCTS IN ABIA STATE | ₦5000 |
| 25 | CONSUMER PERCEPTION OF ONLINE SHOPPING IN NIGERIA (A STUDY OF JUMIA ONLINE) | ₦5000 |
| 26 | PRICING STRATEGIES AND MARKETING PERFORMANCE OF AUTOMOBILE FIRMS IN ABIA STATE | ₦5000 |
| 27 | THE ROLE OF PUBLIC RELATIONS IN ENHANCING THE MARKETING PERFORMANCE OF THE INSURANCE FIRMS IN IMO STATE | ₦5000 |
| 28 | EVALUATION OF EFFECT OF MARKETING MIX STRATEGY ON NEW PRODUCT DEVELOPMENT (A STUDY OF MTN) | ₦5000 |
| 29 | EFFECT OF E-SERVICE QUALITY ON CUSTOMER SATISFACTION AMONG ONLINE SHOPPERS IN ABIA STATE | ₦5000 |
| 30 | INFLUENCE OF PRODUCT REBRANDING ON CONSUMERS BUYING BEHAVIOUR (A STUDY OF 9-MOBILE) | ₦5000 |
| 31 | DETERMINANTS OF CUSTOMER PATRONAGE FOR FAST-FOOD FIRMS IN UMUAHIA, ABIA STATE, NIGERIA. (STUDY OF SELECTED MODERN FAST-FOOD VENDORS IN UMUAHIA METROPOLIS.) | ₦5000 |
| 32 | EFFECT OF MARKETING CONCEPT ON COMMERCIAL BANKS PERFORMANCE (A STUDY OF ECO BANK AND FIRST BANK) | ₦5000 |
| 33 | EFFECT OF SELECTED MARKETING STRATEGIES ON PROFITABILITY OF FIRST BANK NIGERIA PLC. | ₦5000 |
| 34 | EFFECTS OF BRAND IMAGE ON CONSUMER PREFERENCE (A STUDY OF 7UP BOTTLING COMPANY) | ₦5000 |

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| 35 | EFFECT OF ADVERTISING ON CONSUMER BRAND PREFERENCE FOR SELECTED NOODLE PRODUCTS IN ABIA STATE, NIGERIA | ₦5000 |
| 36 | EFFECT OF RELATIONSHIP MARKETING PRACTICE ON BANK PERFORMANCE (A STUDY OF MOJAU MICROFINANCE BANK) | ₦5000 |
| 37 | THE ROLE OF PERSONAL SELLING AND ADVERTISEMENTS ON THE DIFFUSION OF BANKS PRODUCTS (A STUDY OF FIRST BANK PLC) | ₦5000 |
| 38 | EFFECT OF CUSTOMER RELATIONSHIP MARKETING ON CUSTOMER SATISFACTION IN FAST FOOD INDUSTRIES IN ABIA STATE | ₦5000 |
| 39 | IMPACT OF CUSTOMER RELATIONSHIP MARKETING ON BANK GROWTH (A STUDY OF UBA & ZENITH BANK) | ₦5000 |
| 40 | IMPACT OF SALES PROMOTION ON THE MARKETING OF SOFT DRINKS IN NIGERIA (A STUDY 7UP BOTTLING NIGERIA PLC) | ₦5000 |
| 41 | EFFECTS OF PACKAGING IN PROMOTING THE MARKETING PERFORMANCE OF BEAUTY CARE PRODUCTS OF PETALS COMPANY | ₦5000 |
| 42 | RESPONSE OF CUSTOMERS TO SALES PROMOTION: A STUDY OF SELECTED DEPOSIT MONEY BANKS IN IMO STATE, NIGERIA | ₦5000 |
| 43 | EFFECT OF SALES PROMOTION ON THE CONSUMPTION OF MALTA GUINNESS NIGERIA PLC | ₦5000 |
| 44 | EVALUATION OF CONSUMER PREFERENCE FOR THE CONSUMPTION OF SELECTED BEER BRANDS IN ABA METROPOLIS, ABIA STATE | ₦5000 |
| 45 | EFFECT OF NEW PRODUCT PLANNING AND DEVELOPMENT ON THE GROWTH OF FIRMS IN BREWERY INDUSTRY IN NIGERIA (A CASE STUDY OF GUINNESS NIGERIA PLC) | ₦5000 |
| 46 | THE APPLICATION OF SALES PROMOTION AND PERSONAL SELLING AS STRATEGY FOR ENHANCING SALES VOLUME IN SOFT DRINKS MANUFACTURING FIRMS (A STUDY OF GUINNESS PLC) | ₦5000 |
| 47 | EFFECT OF REPACKAGING ON CONSUMER BUYING BEHAVIOUR ON COSMETIC PRODUCTS IN ABIA STATE | ₦5000 |
| 48 | EFFECT OF PROMOTIONAL STRATEGIES ON CONSUMER PATRONAGE OF CORRUGATED ROOFING SHEET IN ENUGU STATE (A STUDY OF EMENITE NIGERIA LIMITED, ENUGU) | ₦5000 |
| 49 | IMPACT OF PHYSICAL DISTRIBUTION ON CUSTOMER SATISFACTION IN SEVEN-UP BOTTLING COMPANY | ₦5000 |
| 50 | APPRAISAL OF MARKETING COMMUNICATIONS AS A STRATEGIC TOOL FOR ENHANCING MARKETING PERFORMANCE OF FRUIT DRINKS (A STUDY OF COCACOLA 5-ALIVE JUICE) | ₦5000 |
| 51 | EFFECT OF RELATIONSHIP MARKETING ON CUSTOMER LOYALTY IN SELECTED TRANSPORT COMPANIES. (A STUDY OF ABC TRANSPORT, THE YOUNG SHALL GROW, PEACE MASS TRANSPORT, AND ABIA LINE) | ₦5000 |
| 52 | IMPACT OF E-PAYMENT INSTRUMENTS ON CUSTOMERS SATISFACTION OF SELECTED BANKS CUSTOMERS (A STUDY OF ZENITH BANK, FIRST BANK PLC, GUARANTY TRUST BANK NIGERIA LTD) | ₦5000 |
| 53 | THE ROLE OF PUBLIC RELATIONS IN IMPROVING THE IMAGE OF TERTIARY INSTITUTION (A STUDY OF MICHAEL OKPARA UNIVERSITY OF AGRICULTURE, UMUDIKE, ABIA STATE) | ₦5000 |
| 54 | EFFECTS OF PROMOTION MIX ON THE PROFITABILITY GROWTH OF BREWERIES IN NIGERIA (GUINNESS BREWERIES PLC) | ₦5000 |
| 55 | IMPACT OF MARKETING RESEARCH ON NEW PRODUCT DEVELOPMENT (A CASE STUDY OF TONIMAS NIGERIA LIMITED, ABA ABIA STATE) | ₦5000 |
| 56 | EFFECT OF SALES PROMOTION ON CONSUMER BRAND LOYALTY (A STUDY OF ORIJIN NON ALCOHOLIC DRINK) | ₦5000 |
| 57 | EFFECT OF MARKETING COMMUNICATION ON CUSTOMER PREFERENCE OF SELECTED FASTFOOD FIRMS IN ABIA STATE | ₦5000 |
| 58 | EFFECTIVENESS OF MARKETING STRATEGIES ADOPTED BY FAST FOOD RESTAURANT IN UMUAHIA METROPOLIS | ₦5000 |
| 59 | EFFECT OF PACKAGING ON THE PURCHASE OF COSMETIC PRODUCTS BY CONSUMERS IN ABA METROPOLIS, ABIA STATE | ₦5000 |
| 60 | EFFECT OF PERSONAL SELLING ON THE SALES OF INNOSON TECHNICAL AND INVESTMENT COMPANY | ₦5000 |
| 61 | AN EVALUATION OF THE ETHICAL ISSUES IN SALES PROMOTION PRACTICES OF LA-CASERA COMPANY, IN ENUGU METROPOLIS, ENUGU STATE. | ₦5000 |
| 62 | PEER GROUP INFLUENCE AND SINGLE LADIES PURCHASE BEHAVIOUR TOWARDS SECOND HAND CLOTHES IN ABA, ABIA STATE. | ₦5000 |
| 63 | EFFECTS OF SOCIAL MEDIA ON HEDONIC CONSUMPTION AMONG STUDENTS OF MICHAEL OKPARA UNIVERSITY OF AGRICULTURE, UMUDIKE (MOJAU). | ₦5000 |
| 64 | EFFECT OF TRACKING TECHNOLOGY ON CONSUMER SHOPPING HABITS IN RETAIL INDUSTRIES. ABIA STATE, NIGERIA. | ₦5000 |
| 65 | AN APPRAISAL OF PROMOTIONAL STRATEGIES OF 7UP COMPANY PLC, ABA METROPOLIS, ABIA STATE. | ₦5000 |
| 66 | EFFECT OF CULTURAL BELIEFS AND ETHICAL NORMS ON THE MARKETING OF HEALTHCARE PRODUCTS IN ABIA STATE | ₦5000 |
| 67 | EFFECT OF PACKAGING FOR CONSUMER PREFERENCE FOR NOODLES IN UMUAHIA, ABIA STATE | ₦5000 |
| 68 | EFFECT OF PRICING POLICY ON MARKETING PERFORMANCE IN THE BEVERAGE INDUSTRY (A STUDY OF UNILEVER NIGERIA PLC) | ₦5000 |
| 69 | DETERMINANTS OF UNETHICAL MARKETING BEHAVIOUR AND SALESFORCE ORIENTATION IN FOOD INDUSTRY IN NIGERIA | ₦5000 |
| 70 | EFFECT OF SALES PROMOTION ON ORGANIZATIONAL SALES PERFORMANCE (STUDY OF PZ CUSSONS NIGERIA LIMITED) | ₦5000 |
| 71 | EFFECT OF PUBLIC RELATIONS PRACTICE ON MARKETING PERFORMANCE OF NESTLE NIGERIA PLC | ₦5000 |

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| 72 | EFFECT OF PUBLIC RELATIONS PRACTICE ON MARKETING PERFORMANCE OF NESTLE NIGERIA PLC | ₦5000 |
| 73 | EVALUATION OF REGULATORY AGENCIES EFFECTIVENESS IN POSITIONING OF MADE IN NIGERIA GOODS (A STUDY OF RICE PRODUCTION AND MARKETING) | ₦5000 |
| 74 | ANALYSIS OF MARKETING ACTIVITIES OF SMALL SCALE BUSINESS ENTERPRISES IN ABIA STATE, NIGERIA | ₦5000 |
| 75 | EFFECT OF WASTE MATERIAL RECYCLING IN GREEN MARKETING ACTIVITIES IN THE SOFT DRINK INDUSTRY IN ABA, ABIA STATE | ₦5000 |
| 76 | EXAMINATION OF FACTORS THAT MILITATE AGAINST INTRODUCTION OF A NEW PRODUCT IN THE MARKET. (A STUDY OF STARLITE BY NIGERIAN BREWERIES PLC) | ₦5000 |
| 77 | ANALYSIS OF PURCHASE BEHAVIOUR OF ADVERTISED AND NON ADVERTISED PRODUCTS AMONG CONSUMERS OF NON ALCOHOLIC DRINK MARKET IN ABIA STATE. | ₦5000 |
| 78 | EFFECT OF PHYSICAL ENVIRONMENT ON THE SERVICE PURCHASE BEHAVIOUR IN THE BANKING SECTOR (STUDY OF ECO BANK PLC) | ₦5000 |
| 79 | EFFECT OF BRANDING ON THE MARKETING PERFORMANCE OF SELECTED PHARMACEUTICAL PRODUCTS IN UMUAHIA, ABIA STATE | ₦5000 |
| 80 | EFFECT OF MARKETING STRATEGIES ON SALES GROWTH IN THE FOOD DRINK INDUSTRY (A STUDY OF CHI-EXOTIC DRINK) | ₦5000 |
| 81 | EFFECT OF PRODUCT INNOVATION ON THE PERFORMANCE OF SELECTED SMALL SCALE ENTERPRISE IN ABA, ABIA STATE | ₦5000 |
| 82 | EFFECTS OF PHYSICAL DISTRIBUTION MANAGEMENT ON THE MARKETING PERFORMANCE OF NIGERIA BREWERIES PLC | ₦5000 |
| 83 | EFFECTS OF SALES PROMOTION ON CUSTOMERS' BRAND LOYALTY OF GSM USERS IN UMUAHIA, ABIA STATE | ₦5000 |
| 84 | EFFECT OF ADVERTISING ON SALES PERFORMANCE OF B-LUX PAINT COMPANY IN UMUAHIA ABIA STATE | ₦5000 |
| 85 | ACCEPTABILITY RATE OF E-MARKETING PRACTICES AND ENVIRONMENTAL PROBLEMS IN THE SELECTED RURAL AREAS OF ABIA STATE NIGERIA | ₦5000 |
| 86 | CUSTOMER SATISFACTION AND PATRONAGE IN SELECTED MONEY DEPOSIT BANKS IN UMUAHIA ABIA STATE, NIGERIA | ₦5000 |
| 87 | EFFECT OF SALES PROMOTION ON MARKETING PERFORMANCE OF NIGERIAN BREWERIES | ₦5000 |
| 88 | EFFECT OF ADVERTISING MEDIA ON CUSTOMER PATRONAGE FOR BANKING SERVICE (A STUDY OF FIRST CITY MONUMENT BANK PLC) | ₦5000 |
| 89 | EFFECTS OF PACKAGING ON THE BUYING BEHAVIOUR OF INSTANT NOODLE CONSUMERS' IN ANAMBRA STATE, NIGERIA | ₦5000 |
| 90 | THE WORLD WIDE WEB IN THE PRACTISE OF MARKETING: ITS CHALLENGES TO NIGERIA IN THE 21ST CENTURY (STUDY OF SELECTED FIRMS IN ABIA METROPOLIS) | ₦5000 |
| 91 | EFFECT OF SALE PROMOTION ON CUSTOMER BRAND LOYALTY. (A STUDY OF STARLINE NIGERIA LTD) | ₦5000 |
| 92 | PLACE OF CONVENTIONAL MARKETING THEORIES AND TECHNIQUES IN TERMS OF PRICING, DISTIRBUTION AND ADVERTISING, IN THE MANAGEMENT OF SMALL SCALE ENTERPRISES IN NIGERIA | ₦5000 |
| 93 | EFFECT OF ADVERTISING ON PROFITABILITY OF SELECTED FOOD AND BEVERAGE COMPANY | ₦5000 |
| 94 | INTERNET SYSTEM AND DEVELOPMENT OF TRANSPORTATION: STUDY OF SELECTED MANUFACTURING FIRMS IN NIGERIA | ₦5000 |
| 95 | PACKAGING AS A DETERMINANT FOR CONSUMER PURCHASE BEHAVIOUR TOWARD PERFUMES (A STUDY OF STARLINE NIGERIA LIMITED ABA, ABIA STATE) | ₦5000 |
| 96 | CONSUMER PROTECTION IN THE SERVICE INDUSTRY (A STUDY OF UNITED BANK FOR AFRICA) | ₦5000 |
| 97 | WORLDWIDE STANDARDIZATION OF PRODUCTS BY MULTINATIONAL AND GLOBAL ORGANISATIONS (A STUDY OF UNILEVER NIGERIA PLC) | ₦5000 |
| 98 | PENETRATION PRICING STRATEGY AS TOOL FOR EFFECTIVE MARKETING OF PHARMACEUTICAL PRODUCTS IN NIGERIA (A STUDY OF JUHEL PHARMACEUTICAL LIMITED) | ₦5000 |
| 99 | PENETRATION PRICING STRATEGY AS TOOL FOR EFFECTIVE MARKETING OF PHARMACEUTICAL PRODUCTS IN NIGERIA (A STUDY OF JUHEL PHARMACEUTICAL LIMITED) | ₦5000 |
| 100 | DETERMINANTS OF SALES VOLUME AND PROFIT AMONG LIVESTOCK FEEDSTUFF DEALERS IN ABIA STATE NIGERIA | ₦5000 |
| 101 | EFFECT OF PRICE DIFFERENTIAL TOWARDS MADE IN NIGERIA TEXTILE PRODUCTS IN RELATION TO FOREIGN MADE TEXTILE PRODUCTS ON CONSUMER PREFERENCE IN ABIA STATE, NIGERIA | ₦5000 |
| 102 | ACCESSING THE IMPACT OF CONSUMER PREFERENCE FOR THE CONSUMPTION OF LOCALLY PRODUCED RICE IN ABIA STATE, NIGERIA. | ₦5000 |
| 103 | CUSTOMER SERVICE AS A DETERMINANT TO CUSTOMER SATISFACTION OF SELECTED COMMERCIAL BANK (A STUDY OF FIRST BANK, ACCESS BANK AND ECO BANK) | ₦5000 |
| 104 | EFFECT OF PRODUCT PACKAGING ON CONSUMER PATRONAGE OF TOOTHPASTE USERS IN UMUAHIA ABIA STATE. | ₦5000 |
| 105 | MARKETING PERFORMANCE MEASUREMENT IN THE SERVICE INDUSTRY IN NIGERIA (A STUDY OF MTN AND GLO) | ₦5000 |

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| 106 | BRAND EQUITY AND MARKETING PERFORMANCE OF TOOTHPASTE PRODUCT IN UMUAHIA NORTH METROPOLIS, ABIA STATE NIGERIA. | ₦5000 |
| 107 | MARKETING RESEARCH AS A STRATEGIC TOOL FOR ACHIEVING ORGANIZATIONAL SALES OBJECTIVES IN THE MANUFACTURING INDUSTRY (A STUDY OF UNILEVER NIGERIA PLC) | ₦5000 |
| 108 | IMPACT OF MOBILE MARKETING ON ONLINE CONSUMERS' PATRONAGE (A STUDY OF JUMIA ABIA STATE, NIGERIA) | ₦5000 |
| 109 | ANALYZING PROMOTIONAL STRATEGIES FOR ROAD TRANSPORTATION SERVICES: (A STUDY OF ABC TRANSPORT SERVICES UMUAHIA METROPOLIS IN ABIA STATE) | ₦5000 |
| 110 | IMPACT OF MARKETING RESEARCH ON THE ADOPTION OF NEW PRODUCT (A STUDY OF TONIMAS NIGERIA LTD, ABA, ABIA STATE) | ₦5000 |
| 111 | EFFECT OF INFORMATION TECHNOLOGY ON THE DEVELOPMENT OF EFFECTIVE MARKETING STRATEGIES IN THE BANKING INDUSTRY (A STUDY OF ZENITH BANK PLC) | ₦5000 |
| 112 | CASHLESS POLICY AND CONSUMERS ACCEPTABILITY (A CASE STUDY OF UMUAHIA METROPOLIS) | ₦5000 |
| 113 | IMPACT OF ADVERTISING ON SALES VOLUME OF A COMPETITIVE PRODUCT (A STUDY OF INDOMIE NOODLES) | ₦5000 |
| 114 | IMPACT OF SALESFORCE WELFARE ON MARKETING PRODUCTIVITY OF SELECTED PRIVATE FIRMS IN ABA, ABIA STATE | ₦5000 |
| 115 | EFFECTS OF ADVERTISING ON THE PURCHASE OF NOODLES IN ABA, ABIA STATE, NIGERIA (A STUDY OF INDOMIE NOODLES) | ₦5000 |
| 116 | EMPIRICAL ANALYSIS OF PROFITABILITY AND MARKETING EFFICIENCY OF PORK: EVIDENCE FROM ABIA STATE | ₦5000 |
| 117 | ASSESSING SALES FORCE MOTIVATION AS A PANACEA FOR IMPROVED PERFORMANCE IN MANUFACTURING INDUSTRY. (CASE STUDY OF PZ CUSSONS PLC) | ₦5000 |
| 118 | BEHAVIOURAL MODEL ON THE ADOPTION OF ICT IN THE E-WALLET PROGRAMME FOR FARMERS BY THE FEDERAL GOVERNMENT | ₦5000 |
| 119 | EFFECTS OF ONLINE ADVERTISEMENT ON CONSUMER BUYING BEHAVIOURS A CASE STUDY OF KONGA ONLINE SHOP (WWW.KONGA.COM) | ₦5000 |
| 120 | IMPACT OF PRICING STRATEGIES ON CONSUMER PURCHASE BEHAVIOUR (A CASE STUDY OF AIRTEL AND ETISALAT) | ₦5000 |
| 121 | EFFECT OF PRODUCT PACKAGING ON CONSUMER PATRONAGE OF TOOTHPASTE IN IKWUANO LOCAL GOVERNMENT AREA, ABIA STATE, NIGERIA. | ₦5000 |
| 122 | ASSESSMENT OF THE RELATIONSHIP BETWEEN SALES PROMOTION STARATEGY AND MARKETING PERFORMANCE (A STUDY OF NESTLE NIGERIA PLC) | ₦5000 |
| 123 | THE IMPACT OF ADVERTISING ON CONSUMER BUYING BEHAVIOUR (A STUDY OF OMO DETERGENT) | ₦5000 |
| 124 | EVALUATION OF ENVIRONMENTAL MARKETING CONCEPT IN THE OIL AND GAS INDUSTRY IN NIGERIA (A STUDY OF OANDO PLC) | ₦5000 |
| 125 | EFFECT OF TEST MARKETING ON NEW PRODUCT PERFORMANCE (A STUDY OF 7UP BOTTLING COMPANY PLC) | ₦5000 |
| 126 | DETERMINANTS OF MARKET ACCESS TO LIQUEFIED PETROLEUM GAS (LPG) AMONG URBAN HOUSEHOLDS IN ABIA STATE, NIGERIA | ₦5000 |
| 127 | CONSUMER BRAND PREEERRENCE AND THE PURCHASE OF BEVERAGES (STUDY OF MILO IN UMUAIIIA NORTH) | ₦5000 |
| 128 | DETERMINANTS OF CUSTOMER SATISFACTION AND LOYALTY AMONG BAKERY PRODUCTS IN ABIA STATE. NIGERIA | ₦5000 |
| 129 | EFFECT OF MARKETING ON TOURISM DEVELOPMENT IN ABIA (A STUDY OF SELECTED TOURISM POTENTIALS IN ABIA STATE NIGERIA) | ₦5000 |
| 130 | APPLICATION OF PUBLIC RELATIONS TOOLS FOR CORPORATE GROWTH (A STUDY OF NIGERIA BOTTLING COMPANY) | ₦5000 |
| 131 | ANALYSIS OF ENERGY CONSUMPTION EXPENDITURE AND CONSUMER ADOPTION OF ENERGY SAVING BULBS IN UMUAHIA, ABIA STATE, NIGERIA | ₦5000 |
| 132 | THE EFFECT OF MARKETING IMPLICATION OF PRODUCT LIFE CYCLE MANAGEMENT IN UNILEVER NIGERIA LIMITED | ₦5000 |
| 133 | THE INFLUENCE OF PACKAGING ON THE PURCHASE OF COSMETICS PRODUCTS IN ENUGU | ₦5000 |
| 134 | EVALUATION OF PRICING STRATEGY AS A SURVIVAL TOOL IN THE MARKETING OF DRINKS (A STUDY OF NIGERIAN BREWERIES PLC) | ₦5000 |
| 135 | INFLUENCE OF SALES PROMOTION ON CONSUMER BRAND LOYALTY OF ALCOHOLIC BEVERAGES IN RIVERS STATE WITH SPECIFIC INTEREST IN PORT HARCOURT | ₦5000 |
| 136 | EVALUATION OF STRATEGIC MARKETING AS AN INSTRUMENT TO ENHANCE ORGANIZATIONAL PERFORMANCE | ₦5000 |
| 137 | DETERMINANT OF HAIR CREAM BRANDS AMONG HOUSEHOLDS IN ABIA STATE, NIGERIA. | ₦5000 |
| 138 | THE ROLE OF PHYSICAL DISTRIBUTION CHANNEL ON MARKETING PERFORMANCE OF AGRICULTURAL PRODUCE IN ABOH MBAISE L.G.A. OF IMO STATE | ₦5000 |
| 139 | EFFECTIVENESS OF PERSONAL SELLING STRATEGIES IN MARKETING OF TABLE WATER AND JUICE DRINKS IN ABIA STATE, NIGERIA | ₦5000 |
| 140 | IMPACT OF CUSTOMER RELATIONSHIP MARKETING ON BANK GROWTH: (A STUDY OF UBA & ZENITH BANK) | ₦5000 |

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| 141 | A COMPARATIVE STUDY OF THE EFFCTIVIENESS OF MARKTING COMMUNICATION IN ROAD TRANSPORTATION INDUSTRY | ₦5000 |
| 142 | THE EFFECT OF BUYING BEHAVIOUR ON PURCHASE DECISION OF CONSUMERS ON CONVENIENCE GOODS IN ENUGU METROPOLIS. | ₦5000 |
| 143 | EFFECT OF BRANDING ON CONSUMER PATRONAGE OF DIFFERENT BRANDS OF BEER IN UMUAHIA METROPOLIS | ₦5000 |
| 144 | THE ROLE OF PACKAGING ON THE MARKETING PERFORMANCE OF A MANUFACTURING FIRM, USING A CASE STUDY (PZ NIG. PLC) | ₦5000 |
| 145 | THE IMPACT OF PRICING POLICIES ON THE PURCHASING AND CONSUMPTION OF ALCOHOLIC DRINKS (A STUDY OF NIGERIA BREWERIES PLC ABA) | ₦5000 |
| 146 | INFLUENCE ON ADVERTISEMENT ON CONSUMER BEHAVIOUR A STUDY OF OVALTINE BEVERAGE IN UMUAHIA METROPOLIS, ABIA STATE NIGERIA | ₦5000 |
| 147 | IMPACT OF PHYSICAL DISTRIBUTION CHANNELS IN THE MARKETING OF AGRICULTURAL PRODUCTS IN OBOWO L.G.A, IMO STATE | ₦5000 |
| 148 | APPLICATION OF MARKETING STRATEGIES FOR IMPROVING PERFORMANCE OF SELECTED MONEY-DEPOSIT BANKS IN IMO STATE NIGERIA | ₦5000 |
| 149 | EVALUATION OF STRATEGIC MARKETING AS AN INSTRUMENT FOR ENHANCING ORGANIZATIONAL PERFORMANCE. (A STUDY OF SELECTED FIRMS IN ABIA STATE. NIGERIA) | ₦5000 |
| 150 | INFLUENCE OF STORAGE TECHNIQUES ON THE MANAGEMENT OF POST-HARVEST LOSSES OF MAIZE FARMERS IN ABIA STATE, NIGERIA | ₦5000 |
| 151 | ANALYSIS OF ONLINE BUSINESS AND PATRONAGE AMONG MICHAEL OKPARA UNIVERSITY STAFF THE CASE OF JUMIA ONLINE COMPANY | ₦5000 |
| 152 | PRICING STRATEGIES AND MARKETING PERFORMANCE OF SELECTED MOBILE PHONE OPERATORS (A STUDY OF GLO NIGERIAN LIMITED) | ₦5000 |
| 153 | USE OF PUBLIC RELATION STRATEGIES TO FIGHT AGAINST THE SCOURGE HIV/AIDS (A STUDY OF ABIA STATE ACTION COMMITTEE ON AIDS; ABSACA) | ₦5000 |
| 154 | MARKETING RESEARCH AS A TOOL FOR INCREASED PROFITABILITY IN SOFT DRINK INDUSTRY, (A STUDY OF NIGERIAN BOTTLING COMPANY PLC. OWERRI) | ₦5000 |
| 155 | EVALUATION OF LOGISTICS CHALLENGES OF MANUFACTURERS OF CONSUMER GOODS (A STUDY OF 7UP BOTTLING COMPANY PLC ABA) | ₦5000 |
| 156 | IMPACT OF INFORMATION AND COMMUNICATION AS A STRATEGY FOR ENHANCING ORGANIZATIONAL PERFORMANCE | ₦5000 |
| 157 | IMPACT OF MARKETING STRATEGY OF TELECOMMUNICATION NETWORK PROVIDERS ON SERVICE CONSUMPTION BEHAVIOUR OF AGRO INDUSTRY ENTREPRENEURS IN ABIA STATE, NIGERIA. | ₦5000 |
| 158 | EFFECTS OF SALES PROMOTION ON MARKET PERFORMANCE OF PZ NIGERIA PLC, ABA ABIA STATE | ₦5000 |
| 159 | DETERMINANTS OF CUSTOMER'S SATISFACTION IN THE TOURISM INDUSTRY (A STUDY OF AWHUM WATER FALL, ENUGU STATE) | ₦5000 |
| 160 | EFFECT OF PRICING STRATEGIES ON THE PERFORMANCE OF MANUFACTURING FIRM IN ABIA STATE, NIGERIA (A STUDY OF PZ ABA, ABIA STATE) | ₦5000 |
| 161 | EFFECT OF PRICING STRATEGIES ON THE PERFORMANCE OF MANUFACTURING FIRM IN ABIA STATE, NIGERIA (A STUDY OF PZ ABA, ABIA STATE) | ₦5000 |
| 162 | EFFECTS OF FUEL SUBSIDY REMOVAL ON ROAD TRANSPORT FARE IN UMUAHIA, NIGERIA (STUDY OF SELECTED TRANSPORT CUSTOMER) | ₦5000 |
| 163 | EFFECT OF MARKET SEGMENTATION ON SALES TURNOVER OF MADE IN NIGERIA GOODS IN ABA, ABIA STATE | ₦5000 |
| 164 | EFFECT OF ADVERTISING ON CHANGING CONSUMER BEHAVIOUR (A STUDY OF FIRST BANK NIGERIA PLC) | ₦5000 |
| 165 | IMPACT OF SALES PROMOTION ON ORGANIZATIONAL EFFECTIVENESS IN NIGERIA MANUFACTURING INDUSTRY; A STUDY OF NESTLE NIGERIA PLC | ₦5000 |
| 166 | AN EVALUATION OF CONSUMER ATTITUDES TOWARDS NIGERIAN AND FOREIGN MADE GOODS IN THE FOOD SUPPLEMENT MARKET. (A CASE STUDY OF ENUGU METROPOLIS) | ₦5000 |
| 167 | DETERMINANT OF CONSUMERS' PERCEPTION AND PREFERENCE TOWARDS LOCALLY MADE LADIES LEATHER BAGS IN ABA MAIN MARKET, ABIA STATE | ₦5000 |
| 168 | AN EVALUATION OF CONSUMER ATTITUDES TOWARDS NIGERIAN AND FOREIGN MADE GOODS IN THE FOOD SUPPLEMENT MARKET. (A CASE STUDY OF ENUGU METROPOLIS) | ₦5000 |
| 169 | EVALUTION OF ADVERTISING AS A DETERMINATION OF CUSTOMER PATRONAGE OF 7UP BOTTLING COMPANY ABA, ABIA STATE. | ₦5000 |
| 170 | CHALLENGES TO THE PRACTICE OF MARKETING CONCEPT IN NIGERIA (STUDY OF SELECTED FIRMS IN THE TELECOMMUNICATION INDUSTRY IN NIGERIA) | ₦5000 |
| 171 | EVALUATION OF THE ACCEPTANCE RATE OF E-MARKETING PRACTICES IN NIGERIA (A CASE STUDY OF SELECTED URBAN AREAS IN SOUTH EAST IN NIGERIA) | ₦5000 |

| # | Product Name | Price |
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| 172 | AN EVALUATION OF MARKETING CONCEPT AND PROFITABILITY OF SOME SELECTED FINANCIAL FIRMS IN ABA, ABIA STATE | ₦5000 |
| 173 | CONSUMER PERCEPTION OF SALES PROMOTION IN THE MARKETING OF TELECOMMUNICATION SERVICES IN NIGERIA | ₦5000 |
| 174 | APPRAISAL OF PRODUCT PERFORMANCE OF BREWERY INDUSTRY (A STUDY OF NIGERIA BREWERY PLC, ENUGU STATE) | ₦5000 |
| 175 | APPRAISAL OF PRODUCT PERFORMANCE OF BREWERY INDUSTRY (A STUDY OF NIGERIA BREWERY PLC, ENUGU STATE) | ₦5000 |
| 176 | ANALYSIS OF CONSUMERS ATTITUDE TOWARDS MADE IN NIGERIA FURNITURE AMONG HOUSEHOLD IN EHIMIRI HOUSING ESTATE | ₦5000 |
| 177 | THE ROLE OF ADVERTISING ON SUPERMARKET BUSINESS IN UMUAHIA METROPOLIS (A STUDY OF CAPITAL SUPERMARKET UMUAHIA ABIA STATE) | ₦5000 |
| 178 | IMPACT OF MARKETING ON THE SALES OF AGRICULTURAL PRODUCE (RICE) IN ENUGU METROPOLIS | ₦5000 |
| 179 | INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND PREFERENCE IN THE TELECOMMUNICATIONS INDUSTRY A STUDY OF MTN NIGERIA UMUAHIA ABIA STATE, NIGERIA | ₦5000 |
| 180 | PACKAGING INFLUENCE ON CONSUMER PURCHASE BEHAVIOUR OF AUTOMOBILE OIL BRAND (A CASE STUDY OF ABA METROPOLIS) | ₦5000 |
| 181 | EFFECT OF SALES PROMOTION ON PURCHASING BEHAVIOUR OF CONSUMERS OF COCA-COLA PRODUCTS IN UMUAHIA METROPOLIS | ₦5000 |
| 182 | EFFECTS OF DIVERSIFICATION STRATEGY ON MARKETING PERFORMANCE OF POULTRY ENTERPRISES IN ABIA STATE, NIGERIA. | ₦5000 |
| 183 | EFFECT OF ADVERTISING ON CUSTOMERS PATRONAGE OF FIRMS (NIGERIA BOTTLING COMPANY AND 7UP NIG PLC IN ABA, ABIA STATE) | ₦5000 |
| 184 | EFFECT OF INNOVATION DEVELOPMENT ON CONSUMER PATRONAGE OF FLOUR-BASED PRODUCTS IN ABIA STATE, NIGERIA | ₦5000 |
| 185 | EFFECT OF QUALITY SERVICE DELIVERY IN ENHANCING CUSTOMER'S SATISFACTION AMONG MTN USERS IN ABIA STATE, NIGERIA | ₦5000 |
| 186 | ANALYSIS OF EFFECT OF BRANDING ON CONSUMER PATRONAGE IN THE BEER MARKET; A STUDY OF NIGERIA BREWERIES, ENUGU, ENUGU STATE. | ₦5000 |
| 187 | EFFECT OF MARKETING CONCEPT ON CUSTOMER SATISFACTIONS IN NIGERIAN FINANCIAL INSTITUTION (A STUDY OF DIAMOND BANK PLC UMUAHIA, ABIA STATE NIGERIA.) | ₦5000 |
| 188 | THE PLACE OF MARKETING IN FINANAICAL INTERMEDIATION (STUDY OF SELECTED DEPOSIT MONEY BANKS IN NIGERIA) | ₦5000 |
| 189 | EFFECT OF RELATIONSHIP MARKETING ON MARKETING PERFORMANCE OF SELECTED LEATHER PRODUCTS MANUFACTURING ENTERPRISES IN ABA, ABIA STATE NIGERIA | ₦5000 |
| 190 | EFFECT OF SALES PROMOTION ON CONSUMER PURCHASE BEHAVIOUR (A STUDY OF NIGERIA BOTTLING COMPANY, ABA-ABIA STATE) | ₦5000 |
| 191 | EFFECTS OF BRANDING ON CONSUMER PREFERENCE OF CONSUMER GOODS (A STUDY OF PZ NIGERIA PLC) | ₦5000 |
| 192 | IMPACT OF PACKAGING ON PRODUCT PATRONAGE IN CONSUMER GOODS MARKET (A STUDY OF MALTINA MARKETED BY NIGERIA BREWERIES PLC, ABA DEPOT) | ₦5000 |
| 193 | ROLE OF ELECTRONIC MEDIA IN THE PROMOTION OF NEW PRODUCT IN THE TELECOMMUNICATION MARKET IN ABA (A CASE STUDY OF SELECTED MTN PRODUCT) | ₦5000 |
| 194 | PACKAGING AS A TOOL FOR COMPETITIVE MARKETING: A COMPARATIVE STUDY OF SELECTED NIGERIA AND FOREIGN CONSUMER PRODUCT (A STUDY OF UNILIVER NIGERIAN PLC, LAGOS AND PZ CUSSONS UNITED KINGDOM, MANCHESTER) | ₦5000 |
| 195 | THE IMPACT OF MARKETINGRESEARCH ON PRODUCT PLANNING (A STUDY OF UNILEVER NIGERIA PLC ABA) | ₦5000 |
| 196 | EFFECT OF PROMOTIONAL STRATEGIES ON THE PERFORMANCE OF MANUFACTURING FIRMS IN NIGERIA (A STUDY OF PZ CUSSONS PLC, LAGOS). | ₦5000 |
| 197 | EFFECT OF SALES PROMOTION ON CUSTOMER PATRONAGE OF TELECOM SERVICES (A STUDY OF GLOBACOM NIGERIA LIMITED) | ₦5000 |
| 198 | IMPACT OF MARKETING RESEARCH ON NEW PRODUCT DEVELOPMENT CASE STUDY (NIGERIA BREWERIES ABA) | ₦5000 |
| 199 | PRODUCT DISPOSITION ALTERNATIVES IN A DISTRESSED ECONOMY-NIGERIA IN FOCUS | ₦5000 |
| 200 | CORPORATE PROFITABILITY ENHANCEMENT BASED ON E - MARKETING PLATFORM | ₦5000 |
| 201 | EFFECT OF PACKAGING ON CONSUMER PATRONAGE OF SACLUX PAINT NIGERIA LIMITED UMUAHIA, ABIA STATE | ₦5000 |
| 202 | COMPARATIVE ANALYSIS OF CONSUMER PERCEPTION OF ADVERTISED AND NON-ADVERTISED BRANDS IN ABIA STATE, NIGERIA | ₦5000 |
| 203 | REGULATED DRUG MARKETING AS A TOOL FOR CONSUMER PROTECTION IN IKOT EKPENE, AKWA IBOM STATE A CASE STUDY OF JUHEL PHARMACEUTICAL COMPANY IKOT EKPENE | ₦5000 |
| 204 | EVALUATION OF CUSTOMERS SATISFACTION ON ROAD TRANSPORTATION MANAGEMENT (A CASE STUDY OF PEACE MASS TRANSIT, PEACE PARK BY UMUWAYA ROAD, UMUAHIA, ABIA STATE.) | ₦5000 |
| 205 | PACKAGING AS A COMPETITIVE TOOL IN MARKETING OF CONSUMER GOODS IN ABIA STATE (A CASE STUDY OF PZ CUSSONS NIG. PZ. ABA) | ₦5000 |

| # | Product Name | Price |
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| 206 | DETERMINANTS OF PERFORMANCE AMONG BAKERY INDUSTRIES IN ABA METROPOLIS OF ABIA STATE, NIGERIA | ₦5000 |
| 207 | RELEVANCE OF PRICING DECISION ON ACHIEVING RETAIL MARKET GROWTH IN OWERRI METROPOLIS, IMO STATE, NIGERIA. | ₦5000 |
| 208 | DETERMINANTS OF MARKETING EFFICIENCY AMONG RESTAURANT OPERATORS IN ABIA STATE, NIGERIA. | ₦5000 |
| 209 | EFFECT OF MARKETING RESEARCH ON THE PERFORMANCE OF SMALL SCALE ENTERPRISES IN ABIA STATE | ₦5000 |
| 210 | THE APPLICATION OF STATE, NIGERIA. OF MARKETING CONCEPT IN THE AGRICULTURAL SECTOR IN SELECTED FARMS IN IM | ₦5000 |
| 211 | EFFECT OF EFFICIENT SALES MANAGEMENT ON THE PERFORMANCE OF FIRMS (A STUDY OF NIGERIAN BREWERIES PLC ENUGU) | ₦5000 |
| 212 | EFFECT OF EFFICIENT SALES MANAGEMENT ON THE PERFORMANCE OF FIRMS (A STUDY OF NIGERIAN BREWERIES PLC ENUGU) | ₦5000 |
| 213 | EFFECT OF PRODUCT BRANDING ON CONSUMER PREFERENCE IN THE COSMETIC INDUSTRY (A STUDY OF PZ CUSSONS NIGERIA PLC ABA, ABIA STATE) | ₦5000 |
| 214 | DETERMINANTS OF PURCHASE BEHAVIOUR AND CONSUMPTION PATTERNS FOR TOILETRIES AMONG HOUSEHOLDS IN RIVERS STATE NIGERIA | ₦5000 |
| 215 | CUSTOMER RELATIONSHIP MARKETING AND MARKETING PERFORMANCE IN SUPER MARKET IN PORT HARCOURT | ₦5000 |
| 216 | MICHAEL OKPARA UNIVERSITY OF AGRICULTURE, UMUDIKE APPRAISAL OF THE MARKETING AND DEVELOPMENT OF LAUNDRY AND DRY CLEANING INDUSTRY (A STUDY OF SELECTED FIRMS IN ENUGU, ENUGU STATE). | ₦5000 |
| 217 | SOCIO-ECONOMIC DETERMINANT OF CONSUMER CHOICE ON FOREIGN MADE LEATHER AMONG HOUSEHOLD IN URBAN AREAS OF ABIA STATE, NIGERIA | ₦5000 |
| 218 | STRATEGIES FOR ENHANCE INDUSTRIAL MARKETING EFFICIENCY, TECHNOLOGY BASED APPROACH (A CASE STUDY OF SAFLUX PAINT LIMITED) | ₦5000 |
| 219 | EFFECT OF CORPORATE SOCIAL RESPONSIBILITY ON PROFIT PERFORMANCE OF SELECTED COMPANIES IN ABIA STATE (A CASE STUDY OF PZ AND UNILEVER NIGERIA PLC) | ₦5000 |
| 220 | PRICING STRATEGY AND ITS EFFECT ON SALES PERFORMANCE A STUDY OF CHEMLAP NIGERIA LIMITED, ABA. | ₦5000 |
| 221 | THE CAUSES OF PRODUCT FAILURE IN NIGERIAN MARKET (A CASE STUDY OF GULDER-MAX) | ₦5000 |
| 222 | APPLICATION OF MARKETING CONCEPT AND GROWTH OF COMMUNICATION RETAIL ENTERPRISE (A STUDY OF SELECTED RETAILERS IN ABA) | ₦5000 |
| 223 | EFFECT OF PRODUCT INNOVATION ON THE DEVELOPMENT OF SELECTED COMPANIES IN ABA, ABIA STATE (A STUDY OF PZ NIGERIAN PLC. AND UNILEVER NIGERIAN PLC.) | ₦5000 |
| 224 | THE EFFECT OF BRANDING ON CONSUMER PATRONAGE OF TOILET SOAP (A STUDY OF PZ CUSSONS NIGERIA PLC ABA ABIA STATE) | ₦5000 |
| 225 | EFFECT OF PRODUCT BRANDING ON CONSUMER PREFERENCE IN THE COSMETIC INDUSTRY (A STUDY OF PZ CUSSONS NIGERIA PLC ABA, ABIA STATE) | ₦5000 |
| 226 | DETERMINANTS OF PURCHASE BEHAVIOUR AND CONSUMPTION PATTERNS FOR TOILETRIES AMONG HOUSEHOLDS IN RIVERS STATE NIGERIA | ₦5000 |
| 227 | CUSTOMER RELATIONSHIP MARKETING AND MARKETING PERFORMANCE IN SUPER MARKET IN PORT HARCOURT | ₦5000 |
| 228 | MICHAEL OKPARA UNIVERSITY OF AGRICULTURE, UMUDIKE APPRAISAL OF THE MARKETING AND DEVELOPMENT OF LAUNDRY AND DRY CLEANING INDUSTRY (A STUDY OF SELECTED FIRMS IN ENUGU, ENUGU STATE). | ₦5000 |
| 229 | ANALYSIS OF COSTS AND RETURNS OF BEEF MARKETING IN UMUHIA METROPOLIS - ABIA STATE. | ₦5000 |
| 230 | IMPLICATIONS OF CUSTOMER SERVICE ON CUSTOMER LOYALTY IN THE NIGERIAN BANKING INDUSTRY. (A CASE OF FIRST BANK NIGERIA PLC, UMUHIA, ABIA STATE) | ₦5000 |
| 231 | EFFECTS OF PROMOTIONAL STRATEGY ON THE CONSUMER PURCHASE DECISION MAKING PROCESS IN THE SOFT DRINK INDUSTRY. (A STUDY OF 7UP BOTTLING PLC ABA, ABIA STATE | ₦5000 |
| 232 | ANALYSIS OF POULTRY AND POULTRY PRODUCTS MARKETING CHAIN IN ABIA STATE NIGERIA | ₦5000 |
| 233 | EFFECT OF PROMOTION MIX STRATEGY ON THE PERFORMANCE OF MOBILE TELECOMMUNICATION NETWORK UMUHIA ABIA STATE | ₦5000 |
| 234 | EFFECT AND SOCIO- ECONOMIC CHARACTERISTICS OF THE PURCHASE OF SENSODYNE TOOTHPASTE IN ABA METROPOLIS OF ABIA - STATE NIGERIA. | ₦5000 |
| 235 | EVALUATION OF THE EFFECT OF MULTI-DISTRIBUTION CHANNEL ON MARKET PENETRATION STRATEGY OF FIRMS | ₦5000 |
| 236 | THE CONSTRAINT OF PERFORMANCE, EVALUATION, AND CONTROL OF SALES FORCE IN NIGERIA (A CASE STUDY OF DANA PHARMACEUTICAL PRIVATE LIMITED COMPANY) | ₦5000 |
| 237 | SALES PROMOTION AS A DETERMINANT OF MARKET PERFORMANCE (A CASE OF EMILY MILLIONAIRE COSMETICS INDUSTRY) IN ABA, ABIA STATE. | ₦5000 |

| # | Product Name | Price |
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| 238 | EFFECT OF ADVERTISING ON THE SELECTION OF GSM SERVICE PROVIDER IN ABIA STATE, NIGERIA | ₦5000 |
| 239 | ELECTRONIC MARKETING AND BUSINESS PERFORMANCE IN SELECTED RETAIL OUTLETS IN PORT HARCOURT | ₦5000 |
| 240 | THE EFFECTS OF ADVERTISING ON CONSUMER BRAND PREFERENCE FOR BEVERAGES IN ABIA STATE. | ₦5000 |
| 241 | ANALYSIS OF MARKETING RESEARCH, PLANNING AND CONTROL FOR COMPANY GROWTH IN A COMPETITIVE ECONOMY | ₦5000 |
| 242 | EFFECT OF MARKETING PLANNING AND CONTROL ON A COMPANY'S PRODUCTIVITY IN A COMPETITIVE MARKET (A STUDY OF 7' UP BOTTLING COMPANY, ABA, PLANT) | ₦5000 |
| 243 | AN EMPIRICAL STUDY OF THE EFFECTS OF RELATIONSHIP MARKETING ON BANKS PERFORMANCE IN ABA, ABIA STATE NIGERIA. | ₦5000 |
| 244 | DETERMINANTS OF CONSUMER PREFERENCE FOR PROTEIN SOURCES IN ABIA STATE, NIGERIA | ₦5000 |
| 245 | ANALYSIS OF MARKET ACCESS, VALUE CHAIN AND MARKETING OF BEEF IN ABIA STATE, NIGERIA. | ₦5000 |
| 246 | THE EFFECT OF BRANDING AND TRADEMARK ON SALES VOLUME OF COCA-COLA DRINKS (A STUDY OF NIGERIA BOTTLING COMPANY, OWERRI) | ₦5000 |
| 247 | DETERMINANT OF CONSUMER PATRONAGE BEHAVIOUR ON FAST FOOD JOINTS IN OWERRI METROPOLIS AREA. | ₦5000 |
| 248 | ANALYSIS OF CUSTOMER SATISFACTION AMONG CONSUMERS OF NON ALCOHOLIC BEVERAGE FIRM IN UMUAHIA METROPOLIS IN ABIA STATE, NIGERIA. | ₦5000 |
| 249 | EFFECT OF CRITICAL INCIDENT ON BRAND SWITCHING: BANKING SECTOR REVIEW | ₦5000 |
| 250 | EFFECT OF SALES PROMOTION ON CONSUMERS LOYALTY TO THE BREWERY PRODUCT IN NIGERIA (A CASE STUDY OF STAR PRODUCT OF NIGERIA BREWERY) ENUGU STATE | ₦5000 |
| 251 | ANALYSIS OF LOGISTIC PROBLEMS IN A MANUFACTURING INDUSTRY, A CASE STUDY OF CHAMPION BREWERY, UYO | ₦5000 |
| 252 | EFFECT OF MOTIVATION ON STAFF PERFORMANCE IN THE BANKING INDUSTRY | ₦5000 |
| 253 | ASSESSING CONSUMER PREFERENCE PATTERN IN THE PATRONAGE OF MOBILE TELECOMMUNICATION SERVICE PROVIDER IN UMUAHIA, ABIA STATE. | ₦5000 |
| 254 | EVALUATION OF DISTRIBUTION CHANNEL OF CONSUMER GOODS (CASE STUDY OF NESTLE PLC, PORT HARCOURT) | ₦5000 |
| 255 | THE INFLUENCE OF ADVERTISING ON THE CONSUMPTION OF INSTANCE NOODLES IN UMUAHIA, ABIA STATE, NIGERIA. | ₦5000 |
| 256 | SOCIAL MEDIA MARKETING AND MARKETING PERFORMANCE OF SELECTED ENTREPRENEURS IN ABIA STATE, NIGERIA | ₦5000 |
| 257 | THE EFFECT OF PRICING ON THE RETAIL MANAGEMENT (A STUDY OF SELECTED SUPERMARKETS IN ABA) | ₦5000 |
| 258 | THE EFFECT OF PRICE AND PRICING DECISIONS ON THE CONSUMPTION OF BAMBARA NUT WITH SPECIAL ATTENTION TO SELECTED MAJOR TOWNS IN ABIA STATE, NIGERIA. | ₦5000 |
| 259 | THE CULTURAL INFLUENCE ON BUYING BEHAVIOUR OF CONSUMER GOODS IN ENUGU METROPOLIS | ₦5000 |
| 260 | THE STRATEGIC FACTORS AFFECTING THE MARKET PERFORMANCE OF SMALL SCALE BUSINESS ENTERPRISES IN UMUAHIA, ABIA STATE. | ₦5000 |
| 261 | THE EFFECT OF PRODUCT PACKAGING ON CONSUMER PREFERENCE, A STUDY OF CADBURY NIGERIA PLC. | ₦5000 |
| 262 | THE EFFECT OF ADVERTISING ENDORSEMENT ON CONSUMER PREFERENCE FOR NIGERIA PRODUCTS IN ABIA STATE | ₦5000 |
| 263 | THE APPLICATION OF SALES PROMOTION AND PERSONAL SELLING AS STRATEGY FOR ENHANCING SALES VOLUME IN SOFT DRINKS MANUFACTURING FIRMS (A STUDY OF GUINNESS PLC) | ₦5000 |
| 264 | CUSTOMER BRAND PREFERENCE OF DIFFERENT BRANDS OF CEMENT (STUDY OF CEMENT USERS IN ABIA STATE) | ₦5000 |
| 265 | ROLE OF PACKAGING ON CONSUMER GOODS MARKETING (A STUDY OF NESTLE NIGERIA PLC) | ₦5000 |
| 266 | THE EFFECT OF PRODUCT MODIFICATION ON THE MARKET PERFORMANCE OF SOFT DRINKS PRODUCT (A STUDY OF SEVEN-UP BOTTLING COMPANY) | ₦5000 |
| 267 | THE EFFECT OF SALES PROMOTION ON PROFITABILITY IN THE BREWING INDUSTRY WITH SPECIAL REFERENCE TO NIGERIAN BREWERY PLC. | ₦5000 |
| 268 | ANALYSIS OF MARKETING EFFICIENCY ON MARKET PERFORMANCE OF SELECTED TABLE WATER FIRMS IN OWERRI IMO STATE | ₦5000 |
| 269 | THE EFFECT OF PUBLIC RELATIONS PRACTICE ON THE MARKET PERFORMANCE OF THE PETROLEUM DOWNSTREAM SECTOR IN NIGERIA (A STUDY OF OANDO NIGERIA PLC) | ₦5000 |
| 270 | EFFECT OF PRODUCT MARKET DIVERSIFICATION ON THE MARKET PERFORMANCE OF POULTRY FARMS IN ABIA STATE, NIGERIA | ₦5000 |
| 271 | THE IMPACT OF ADVERTISING ON MARKETING PERFORMANCE OF BANKS (A STUDY OF ACCESS BANK NIG. PLC.) | ₦5000 |
| 272 | THE EFFECT OF MARKETING COMMUNICATION MIX ON CUSTOMER PATRONAGE OF DEPOSIT MONEY BANKS (A STUDY OF ZENITH BANK PLC.) | ₦5000 |
| 273 | THE EFFECT OF SALES PROMOTION ON CUSTOMER PATRONAGE OF BRANDS OF PROMASIDOR LTD | ₦5000 |

| # | Product Name | Price |
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| 274 | THE DETERMINANTS OF CUSTOMER SATISFACTION AND LOYALTY AMONG TELECOM USERS IN ABIA STATE | ₦5000 |
| 275 | QUALITY OF SERVICE DELIVERY ON CUSTOMER SATISFACTION IN NIGERIAN BANKING INDUSTRY (A STUDY OF FIDELITY BANK PLC) | ₦5000 |
| 276 | ANALYSIS OF CONSUMER'S PREFERENCE FOR MOBILE TELECOMMUNICATION ATTRIBUTES IN ABIA STATE. | ₦5000 |
| 277 | THE EFFECT OF LOGISTICS MANAGEMENT ON MARKETING PERFORMANCE OF WATER PACKAGING ENTERPRISES IN ABIA STATE NIGERIA. | ₦5000 |
| 278 | EFFECT OF PRICING STRATEGIES ON MARKETING PERFORMANCE (A STUDY OF MTN) | ₦5000 |
| 279 | THE EFFECT OF QUALITY SERVICE DELIVERY IN ENHANCING MARKETING PERFORMANCE IN THE BANKING INDUSTRY (A STUDY OF ACCESS BANK PLC) | ₦5000 |
| 280 | EFFECT OF MARKETING RESEARCH ON THE PERFORMANCE OF SMALL SCALE ENTERPRISES IN ABIA STATE | ₦5000 |
| 281 | THE ROLE OF A MANAGER IN SMALL SCALE BUSINESS ORGANIZATION (A CASE STUDY OF BLIO TEX TRADING AND CONSTRUCTION COMPANY) | ₦5000 |
| 282 | THE EFFECT OF PACKAGING ON CONSUMER BUYING BEHAVIOR (A STUDY OF EDO PHARMACEUTICAL LIMITED) | ₦5000 |
| 283 | THE ROLE OF ORGANIZATIONAL COMMUNICATION IN TERTIARY INSTITUTION OF LEARNING IN NIGERIA | ₦5000 |
| 284 | CYBER CRIME IN THE SOCIETY: PROBLEM AND PREVENTION | ₦5000 |
| 285 | CONSUMER SATISFACTION AS KEY TO INDUSTRIAL GROWTH AND DEVELOPMENT (A CASE STUDY OF DANGOTE GROUP OF COMPANY NIGERIA PLC) | ₦5000 |
| 286 | APPRAISAL OF CONSUMER BEHAVIOUR TOWARDS HOUSEHOLD ITEMS (A CASE STUDY OF LG ELECTRONICS COMPANY) | ₦5000 |
| 287 | THE IMPACT OF ONLINE MARKETING ON THE PERFORMANCE OF SMALL AND MEDIUM SCALE ENTERPRISES (SMES) IN NIGERIA (A CASE STUDY OF JUMIA NIGERIA) | ₦5000 |
| 288 | A TIME SERIES ANALYSIS OF CUSTOMER ATTENDANCE A STUDY OF SHOPRITE MALL | ₦5000 |
| 289 | A STUDY ON THE SOCIAL EFFECT OF ADVERTISING ON THE NIGERIAN STUDENTS | ₦5000 |
| 290 | AN ASSESSMENT OF THE MARKETING SEGMENTATION ON PRODUCTION PLANNING IN ORGANIZATION | ₦5000 |
| 291 | THE INFLUENCE OF CULTURE ON BUYING BEHAVIOR (A STUDY OF CONSUMERS OF ASO-OKE" PRODUCT IN ILORIN METROPOLIS) | ₦5000 |
| 292 | THE INFLUENCE OF BEHAVIOURAL CONCEPT ON CONSUMER BUYING HABIT. (A CASE STUDY OF 7UP BOTTLING COMPANY) | ₦5000 |
| 293 | EXAMINED THE IMPACT OF SALE PROMOTION ON MANUFACTURING INDUSTRY (A CASE STUDY OF NIGERIA BAGS MANUFACTURING COMPANY IKEJA LAGOS) | ₦5000 |
| 294 | THE IMPACT OF MARKETING RESEARCH ON NEW PRODUCT DEVELOPMENT. (A STUDY OF NIGERIA BOTTLING COMPANY PLC) | ₦5000 |
| 295 | THE IMPACT OF MARKETING MIX STRATEGY ON THE GROWTH OF A FIRM (A CASE STUDY OF LUBCON NIGERIA LIMITED, ILORIN) | ₦5000 |
| 296 | THE IMPACT OF MARKETING IN SERVICES INDUSTRIES (A CASE STUDY OF UNITED BANK OF AFRICA PLC, ILORIN, KWARA STATE) | ₦5000 |
| 297 | THE IMPACT OF MARKETING ACTIVITIES ON THE BANKING SECTOR (A CASE STUDY OF UNITED BANK FOR AFRICA PLC) | ₦5000 |
| 298 | THE IMPACT OF INTERNET ADVERTISEMENT ON CONSUMER BEHAVIOUR [A CASE STUDY OF KWARA STATE POLYTECHNIC] | ₦5000 |
| 299 | THE IMPACT OF INTERNAL ENVIRONMENT ON MARKETING ORGANIZATION (A CASE STUDY OF SHOPRITE ILORIN) | ₦5000 |
| 300 | THE IMPACT OF ADVERTISING IN ENHANCING SALES VOLUME (A CASE STUDY OF NIGERIA BOTTLING COMPANY ILORIN) | ₦5000 |
| 301 | THE EFFECTIVENESS OF RAFFLE DRAW AS A PROMOTIONAL STRATEGY IN THE SALES OF SOFT DRINKS A CASE STUDY OF NIGERIA SEVEN-UP BOTTLING COMPANY PLC ILORIN KWARA STATE) | ₦5000 |
| 302 | THE EFFECTIVENESS OF PROMOTION IN MANUFACTURING INDUSTRY (A STUDY OF BAGCO) | ₦5000 |
| 303 | THE EFFECTIVENESS OF PERSONAL SELLING IN MARKETING OF PETROLEUM PRODUCTS IN NIGERIA A CASE STUDY OF TOTAL NIGERIA PLC | ₦5000 |
| 304 | THE EFFECT OF MANAGEMENT DEVELOPMENT PROGRAMMES ON TOP LEVEL EMPLOYEE'S PRODUCTIVITY (A CASE STUDY OF ELITE INDUSTRIES NIGERIA LIMITED, IGANMU LAGOS) | ₦5000 |
| 305 | THE DETERMINANT OF CHOICE OF PROMOTIONAL MIX IN THE MARKETING OF FINANCIAL SERVICES IN NIGERIA (A CASE STUDY OF UBA) | ₦5000 |
| 306 | THE IMPACT OF TRADE FAIR ON BUSINESS GROWTH | ₦5000 |
| 307 | THE MARKETING IMPLICATION OF PRIVATIZATION OF GOVERNMENT PARASTATALS (A CASE STUDY OF AFRICAN PETROLEUM) | ₦5000 |
| 308 | SOURCING FOR THE MOST SUITABLE SUPPLIER FOR RAW MATERIALS IN MANUFACTURING ORGANIZATIONS. (A CASE STUDY OF NIGERIA BOTTLING COMPANY ILORIN) | ₦5000 |
| 309 | SIGNIFICANCE OF PROMOTION TO BUSINESS ORGANIZATIONS IN NIGERIA (A CASE STUDY OF NESTLE NIGERIA PLC) | ₦5000 |

| # | Product Name | Price |
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| 310 | SIGNIFICANCE OF AUTOMATIC TELLER MACHINE TO ENHANCING CUSTOMER RELATIONS IN THE NIGERIAN BANKING INDUSTRY (A CASE STUDY OF DIAMOND BANK PLC ILORIN) | ₦5000 |
| 311 | SATISFACTION AND RETENTION: A KEY TO BUSINESS SURVIVAL (A CASE STUDY OF BERGER PAINTS NIGERIA PLC) | ₦5000 |
| 312 | SALES PROMOTION AS AN EFFECTIVE MARKETING STRATEGY FOR SELLING CONSUMER PRODUCT. (A CASE STUDY OF NIGERIA BAGS MANUFACTURING COMPANY, IKEJA LAGOS) | ₦5000 |
| 313 | SALE PROMOTION AS AN EFFECTIVE MARKETING STRATEGY FOR SELLING CONSUMER MANUFACTURING INDUSTRY. (A CASE STUDY OF NIGERIA BAGS MANUFACTURING COMPANY IKEJA LAGOS) | ₦5000 |
| 314 | ROLE OF PERSONAL SELLING IN THE MARKETING OF PETROLEUM PRODUCTS IN NIGERIA (A CASE STUDY OF TOTAL NIGERIA PLC) | ₦5000 |
| 315 | ROLE AND IMPORTANCE OF MARKETING TO MANUFACTURING FIRMS IN A COMPETITIVE MARKET ENVIRONMENT (A CASE STUDY OF DE-UNITED FOODS INDUSTRY LIMITED PRODUCER OF INDOMIE INSTANT NOODLES) | ₦5000 |
| 316 | PROMOTION: A MARKETING TOOLS IN A COMPETITIVE MARKETING ENVIRONMENT IN NIGERIA (A CASE STUDY OF UNILEVER NIGERIAN, PLC) | ₦5000 |
| 317 | PRODUCT AS AN IMPORTANT TOOLS OF IMPROVING THE PROFITABILITY OF AN ORGANIZATION (A CASE STUDY OF NIGERIA BOTTLING COMPANY, ILORIN, KWARA STATE) | ₦5000 |
| 318 | PERSONAL SELLING AS AN EFFECTIVE PROMOTIONAL TOOL IN MARKETING OF INDUSTRIAL GOODS (A CASE STUDY OF NNPC, ILORIN) | ₦5000 |
| 319 | OUTDOOR ADVERTISING AS A MARKETING STRATEGY FOR PRODUCT SALE IN THE NIGERIAN TELECOMMUNICATION INDUSTRY (A CASE STUDY OF GLOBALCOM NIGERIA LIMITED) | ₦5000 |
| 320 | OPTIMUM PROMOTIONAL MIX AS EFFECTIVE TOOL FOR ENHANCING SALES IN THE NIGERIAN SOFT DRINK INDUSTRY (A CASE STUDY OF NIGERIAN BOTTLING COMPANY) | ₦5000 |
| 321 | MEASUREMENT OF ADVERTISEMENT CONTRIBUTIONS TO EFFECTIVE SALES GROWTH IN A COMPETITIVE MARKET (A CASE STUDY OF NIGERITE LIMITED LAGOS) | ₦5000 |
| 322 | MARKETING PLANNING AS A STRATEGY FOR EFFICIENT BUSINESS PERFORMANCE (A CASE STUDY OF UNILEVER NIGERIA PLC LAGOS) | ₦5000 |
| 323 | MARKETING OF PETROLEUM PRODUCT IN NIGERIA CASE STUDY OF OANDO PETROLEUM PLC ILORIN DEPOT | ₦5000 |
| 324 | INVESTIGATION INTO THE ROLES OF G.S.M IN DEVELOPING DIRECT MARKETING IN NIGERIA | ₦5000 |
| 325 | IMPACT OF PROMOTIONAL STRATEGY IN THE HOTEL INDUSTRY (A CASE STUDY OF KWARA HOTEL) | ₦5000 |
| 326 | IMPACT OF PERCEIVED SERVICE QUALITY ON CUSTOMER SATISFACTION AND BRAND LOYALTY (A CASE STUDY OF HONEYWELL FLOUR MILLS PLC) | ₦5000 |
| 327 | THE ROLE OF MARKETING IN COMMERCIAL BANKS (A CASE STUDY OF DIAMOND BANK PLC) | ₦5000 |
| 328 | EVALUATION OF SELLING AS AN EFFECTIVE PROMOTIONAL IN MARKETING OF CONSUMERS PRODUCT (A CASE STUDY OF UNILEVER NIGERIA PLC ILORIN) | ₦5000 |
| 329 | EVALUATION OF THE USE OF ADVERTISING AS A PROMOTIONAL TOOL IN MANUFACTURING INDUSTRIES IN NIGERIA (A CASE STUDY OF TUYIL PHARMACEUTICAL INDUSTRIES LIMITED, ILORIN) | ₦5000 |
| 330 | ENVIRONMENTAL COMPLEXITY: DETERMINANT OF CHOICE OF PROMOTIONAL TOOLS IN MARKETING ORIENTED ORGANIZATION IN NIGERIA (A CASE STUDY OF JMK SUPERMARKET, ILORIN) | ₦5000 |
| 331 | THE SIGNIFICANCE OF MOTIVATION ON ENHANCING THE EMPLOYEE PERFORMANCE IN A COMPETITIVE MARKETING ENVIRONMENT (A CASE STUDY OF UNITED BANK FOR AFRICAN (UBA) ILORIN) | ₦5000 |
| 332 | EFFECTIVENESS OF PRICING POLICY IN MANUFACTURING INDUSTRIES A CASE STUDY OF P.Z | ₦5000 |
| 333 | EFFECT OF SOCIAL MEDIA MARKETING ON ONLINE CONSUMER (A CASE STUDY OF SOCIAL MEDIA USERS IN ILORIN) | ₦5000 |
| 334 | DISTRIBUTION AS A VARIABLE IN MARKETING OF PERISHABLE PRODUCT (A CASE STUDY OF AYOMIDE FARM OFFA KWARA STATE) | ₦5000 |
| 335 | DEPOSITS MOBILIZATION THROUGH MARKETING OF BANKING SERVICES (THE CASE STUDY OF THE FIRST BANK OF NIGERIA ILORIN) | ₦5000 |
| 336 | THE SIGNIFICANCE OF ADVERTISING TO BUSINESS ORGANIZATIONS IN NIGERIA (A CASE STUDY OF UNILEVER NIG. PLC OREGUN, LAGOS STATE) | ₦5000 |
| 337 | THE SIGNIFICANCE OF BRANDING TO EFFECTIVE MARKETING OF THE TOBACCO PRODUCTS IN NIGERIA (A CASE STUDY OF INTERNATIONAL TOBACCO I.T.C.) | ₦5000 |
| 338 | CONSUMER SATISFACTION AND RETENTION; A KEY TO BUSINESS SURVIVAL (A CASE STUDY OF BERGER PAINTS NIGERIA PLC) | ₦5000 |
| 339 | CONSUMER REACTION TO CLOSE-UP MODIFICATION: IT'S EFFECTS. (A CASE STUDY OF CLOSE-UP TOOTHPASTE A PRODUCT OF UNILEVER NIGERIA) | ₦5000 |
| 340 | CONSUMER ATTITUDE TOWARDS OKADA TRANSPORT SERVICE IN NIGERIA (A CASE STUDY OF OKADA COMMUTER IN ILORIN METROPOLIS) | ₦5000 |

| # | Product Name | Price |
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| 341 | BRANDING AND PACKAGING AS TOOLS FOR PRODUCT DIFFERENTIATION IN THE MARKETING OF CONSUMER PRODUCT IN NIGERIA. (A STUDY OF GLOBAL SOAP AND DETERGENT INDUSTRY LTD) | ₦5000 |
| 342 | BRANDING AND PACKAGING AS EFFECTIVE TOOLS FOR PRODUCT DIFFERENTIATION IN MARKETING CONSUMER PRODUCTS | ₦5000 |
| 343 | BRANDING AND MARKETING OF PURE WATER IN ILORIN TOWNSHIP (A CASE STUDY OF AYOBAT PURE WATER) | ₦5000 |
| 344 | ASSESSING THE ROLE OF STRATEGIC PLANNING AS A TOOL FOR ACHIEVING ORGANIZATIONAL OBJECTIVES OF BUSINESS ORGANIZATIONS IN NIGERIA (A CASE STUDY OF NIGERIA BOTTLING COMPANY PLC, ILORIN) | ₦5000 |
| 345 | APPLICATION OF THE MARKETING CONCEPT IN OUR LOCAL MARKET (A CASE STUDY OF OWODE MARKET OFFA , KWARA STATE | ₦5000 |
| 346 | APPLICATION OF MARKETING CONCEPT IN NON-PROFIT ORGANIZATION (A CASE STUDY OF SECURITY AND EXCHANGE COMMISSION ABUJA) | ₦5000 |
| 347 | AN INVESTIGATION INTO THE ROLE OF GSM OPERATION IN DEVELOPING DIRECT MARKET IN NIGERIA (A CASE STUDY OF MTN NIGERIA) | ₦5000 |
| 348 | AN EXAMINATION OF IMPACT OF STRATEGIC PLANNING ON SALES PROMOTION (A CASE STUDY OF NIGERIA BOTTLING COMPANY PLC) | ₦5000 |
| 349 | AN EVALUATION OF THE EFFECTIVENESS OF SALES PROMOTION AS ELEMENT OF PROMOTION MIXES. (A CASE STUDY OF 7UP PLANT, ILORIN) | ₦5000 |
| 350 | AN APPLICATION OF MARKETING CONCEPTS IN THE TELECOMMUNICATION INDUSTRY IN NIGERIA (A CASE STUDY OF GLOBACOM NIGERIA) | ₦5000 |
| 351 | THE SIGNIFICANCE OF NEW PRODUCT DEVELOPMENT IN A COMPETITIVE MARKETING ENVIRONMENT (A CASE STUDY OF LUBCON LTD) | ₦5000 |
| 352 | EFFECTS OF SALES PROMOTION AS A TOOL FOR WINNING CUSTOMERS IN A COMPETITIVE MARKET. | ₦5000 |
| 353 | ADVERTISING, ITS ROLE AND IMPORTANCE IN THE MARKETING OF CON-1 | ₦5000 |
| 354 | PUBLIC RELATIONS AS AN EFFECTIVE PROMOTIONAL TOOL IN MARKETING OF SERVICES. (A CASE STUDY OF KEFFI COMMUNITY BANK (NIG) LTD.) | ₦5000 |
| 355 | THE ROLE OF NEGOTIATION IN ATTAINING PURCHASING OBJECTIVES (A CASE STUDY OF NIGERIA BOTTLING COMPANY PLC) | ₦5000 |
| 356 | THE RELEVANCE OF NEW PRODUCT DEVELOPMENT ON ATTAINING MARKETING OBJECTIVE OF TABLE WATER PRODUCERS. (A CASE STUDY OF SELECTED TABLE WATER PRODUCERS) | ₦5000 |
| 357 | THE RELATIONSHIP BETWEEN EMPLOYEE JOB SATISFACTION AND EMPLOYEE COMMITMENT AMONG EMPLOYEES OF UNILEVER NIGERIA PLC. | ₦5000 |
| 358 | THE PROBLEM OF FINANCING INTERNATIONAL TRADE IN NIGERIA | ₦5000 |
| 359 | THE INFLUENCE OF CULTURE IN CONSUMERS BUYING BEHAVIOR (A CASE STUDY OF OBIANGWU NGOR - OKPALA L.G.A. IMO STATE) | ₦5000 |
| 360 | THE IMPACT OF PROMOTIONAL STRATEGY ON SALES AND PROFIT A CASE OF NIGERIA BOTTLING COMPANY PLC (NBC) | ₦5000 |
| 361 | THE IMPACT OF PERSONAL SELLING ON SALES VOLUME PERFORMANCE OF A MANUFACTURING COMPANY (A CASE (STUDY OF UNILEVER NIGERIA PLC.) | ₦5000 |
| 362 | THE IMPACT OF MARKETING ON AGRICULTURAL DEVELOPMENT IN A DEVELOPING COUNTRY | ₦5000 |
| 363 | THE IMPACT OF DISTRIBUTION STRATEGY ON ORGANISATIONAL PROFITABILITY (A CASE STUDY OF NIGERIAN BOTTLING COMPANY) | ₦5000 |
| 364 | THE IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT ON CUSTOMERS' SATISFACTION (A CASE OF FIDELITY BANK PLC) | ₦5000 |
| 365 | THE IMPACT OF APPLICATION OF MARKETING CONCEPT IN THE NIGERIA BANKING INDUSTRY (A CASE STUDY OF ZENITH BANK) | ₦5000 |
| 366 | INFLUENCE OF ADVERTISING ON CONSUMER BUYING BEHAVIOUR (CASE STUDY OF FOREVER LIVING COSMETICS PRODUCTS) | ₦5000 |
| 367 | THE EFFECTIVENESS OF DISTRIBUTION STRATEGY ON ORGANISATIONAL PROFITABILITY (A CASE STUDY OF NIGERIAN BOTTLING COMPANY) | ₦5000 |
| 368 | THE EFFECT OF ADVERTISING ON THE SALES OF TOOTHPASTES (A CASE STUDY OF GLAXO SMITHKLINE NIGERIA PLC ,LAGOS.) | ₦5000 |
| 369 | SALES TERRITORIAL MANAGEMENT IN THE BREWERY INDUSTRY (A STUDY OF GUINNESS NIGERIA PLC ABA ABIA STATE) | ₦5000 |
| 370 | RELATIONSHIP MARKETING: A NECESSARY TOOL FOR ORGANISATIONAL PERFORMANCE (A CASE STUDY OF TROPICS FINANCE AND INVESTMENT LIMITED) | ₦5000 |
| 371 | THE RELEVANCE OF ADVERTISING AS A DETERMINANT OF CUSTOMER PATRONAGE IN THE FAST FOOD INDUSTRY (A CASE STUDY OF EARLY AND CHIKY FAST FOOD IN OWERRI, METROPOLIS). | ₦5000 |
| 372 | MARKETING STRATEGY IN THE HOTEL INDUSTRY | ₦5000 |
| 373 | MARKETING STRATEGY AND CONSUMER PURCHASE BEHAVIOR (A CASE STUDY OF GUINNESS IN NIGERIA PLC) | ₦5000 |

| # | Product Name | Price |
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| 374 | MARKETING STRATEGIES AND THEIR EFFECTS IN SALES EXPANSION IN ORGANISATION | ₦5000 |
| 375 | MARKETING OF BANKING SERVICES IN NIGERIA (A STUDY OF FIRST BANK PLC) | ₦5000 |
| 376 | PRODUCT QUALITY AS A BASIS FOR CONSUMER'S PATRONAGE | ₦5000 |
| 377 | IMPACT OF E-PAYMENT ON ONLINE SHOPPING BEHAVIOUR (A STUDY OF JUMIA LIMITED) | ₦5000 |
| 378 | EFFECTIVENESS OF TRADE EXHIBITION AS A MARKETING TOOL IN SMALL & MEDIUM SCALE ENTREPRENEURSHIP (A CASE STUDY OF LOYALTED PRODUCTS LIMITED) | ₦5000 |
| 379 | APPLICATION OF MARKETING CONCEPT IN THE NIGERIA PUBLIC SECTOR INDUSTRY (A CASE STUDY OF ZENITH BANK) | ₦5000 |
| 380 | PROMOTIONAL STRATEGY AS A TOOL OF ORGANIZATIONAL PROFITABILITY | ₦5000 |
| 381 | PUBLIC SERVICES MARKETING A CASE STUDY OF FIRST BANK | ₦5000 |
| 382 | PRODUCT FAILURE: THE CAUSES AND EFFECTS ON THE NIGERIAN ECONOMY | ₦5000 |
| 383 | PRODUCT DIFFERENTIATION AS A SURVIVAL STRATEGY IN A COMPETITIVE MARKETING ENVIRONMENT (A CASE STUDY OF STARLINE NIGERIA LIMITED) | ₦5000 |
| 384 | THE ROLE OF MARKETING RESEARCH IN THE PLANNING AND DEVELOPMENT OF A NEW PRODUCT (A SURVEY OF NIGERIA BOTTLING COMPANY PLC, BENIN CITY) | ₦5000 |
| 385 | THE INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT ON THE SALES OF KFC PRODUCTS IN IKEJA CITY MALL AND PALMS LEKKI | ₦5000 |
| 386 | THE IMPORTANCE OF PROMOTION AS A COMPONENT IN THE MARKETING MIX ELEMENT ON PROFITABILITY (A CASE STUDY OF UBA BANK) | ₦5000 |
| 387 | SOCIAL MEDIA: EFFECTS ON MARKET SHARE IMPROVEMENT IN THE SERVICE INDUSTRY. A STUDY OF SELECTED INSURANCE FIRMS | ₦5000 |
| 388 | IMPACT OF ONLINE MARKETING ON SMALL AND MEDIUM ENTERPRISES IN LAGOS METROPOLIS | ₦5000 |
| 389 | EFFECTS OF PACKAGING ON SALES OF CONSUMER PRODUCT (A SURVEY OF GUINNESS NIGERIA PLC) | ₦5000 |
| 390 | EFFECT OF ADVERTISING ON A COMPANY'S PRODUCT (A CASE STUDY OF COCA-COLA BOTTLING COMPANY BENIN CITY) | ₦5000 |
| 391 | THE ROLE OF PUBLIC RELATIONS IN MARKETING OF BURXIN PAINT INDUSTRY IN ANAMBRA STATE | ₦5000 |
| 392 | THE ROLE OF MARKETING IN THE DEVELOPMENT OF TOURISM INDUSTRY IN NIGERIA (A CASE STUDY OF NIKE LAKE RESORT ENUGU) | ₦5000 |
| 393 | THE INFLUENCE OF PRODUCT QUALITY ON BRAND LOYALTY IN NIGERIA (A STUDY OF WAMCO NIGERIA PLC.) | ₦5000 |
| 394 | THE IMPACTS OF PRICING IN MARKTING OF COKE DRINKS IN ENUGU STATE. | ₦5000 |
| 395 | THE IMPACT OF SALES PROMOTION IN THE PURCHASE INTENT OF GOKO CLEANSER AMONG STUDENT | ₦5000 |
| 396 | THE IMPACT OF PROMOTIONAL ACTIVITIES ON THE MARKETING OF GOLDEN MORN PRODUCT (A CASE STUDY OF NESTLE NIGER PLC ENUGU STATE) | ₦5000 |
| 397 | THE IMPACT OF MARKETING COMMUNICATION ON SALE OF CONSUMER GOODS (A CASE STUDY OF NIGERIA BREWERIES PLC) | ₦5000 |
| 398 | THE IMPACT OF ADVERTISING ON THE MARKETING OF BANKING SERVICES. (A CASE STUDY OF MICRO FINANCE BANK) | ₦5000 |
| 399 | THE IMPACT OF ADVERTISING IN THE SALE OF A NEW PRODUCT (A CASE STUDY OF INDOMIE INSTANT NOODLES) | ₦5000 |
| 400 | THE EFFECTIVENESS OF PUBLIC RELATIONS PRACTICE IN THE OIL SECTOR (A CASE STUDY OF AFRICAN PETROLEUM PLC) | ₦5000 |
| 401 | THE EFFECT OF PHYSICAL DISTRIBUTION ON THE SALES VOLUME OF BEVERAGE IN ENUGU METROPOLIS (A CASE STUDY OF SEVEN-UP BOTTLING COMPANY) | ₦5000 |
| 402 | THE EFFECT OF MOTIVATIONAL POLICIES AND PRACTICE ON SALES FORCE IN NIGERIA BANKING INDUSTRY (A CASE STUDY OF FIRST BANK NIGERIA PLC) | ₦5000 |
| 403 | THE EFFECT OF EXCHANGE RATE FLUCTUATION ON IMPORTED GOODS IN NIGERIA (A CASE STUDY OF TOYOTA NIGERIA LIMITED, LAGOS) | ₦5000 |
| 404 | THE EFFECT OF ADVERTISING ON THE SALES VOLUME OF BEVERAGES (A CASE STUDY OF MILO, BOURNVITA AND VIATALO) | ₦5000 |
| 405 | SECURING CUSTOMERS PATRONAGE THROUGH PRODUCT INNOVATION IN NEW BEVERAGES NIGERIA LIMITED | ₦5000 |
| 406 | MARKETING PRACTICES AND CONSUMER SATISFACTION IN THE HOTEL INDUSTRY | ₦5000 |
| 407 | MARKETING OF AGRICULTURAL PRODUCTS IN ANAMBRA STATE (A CASE STUDY OF SELECTED LOCAL GOVERNEMNT AREAS IN ANAMBRA STATE) | ₦5000 |
| 408 | INFLUENCE OF PRODUCT PACKAGING ON CONSUMER BUYING PREFERENCE (A CASE STUDY OF ABA METROPLIS) | ₦5000 |
| 409 | IMPACT OF PUBLIC RELATION ON MARKETING OF BANKING SERVICE (A CASE STUDY OF ZENITH BANK PLC) | ₦5000 |

| # | Product Name | Price |
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| 410 | EVALUATION OF THE IMPACT OF ROAD NETWORK ON THE SELLING OF AGRICULTURAL PRODUCTS. | ₦5000 |
| 411 | EVALUATION OF THE EFFECTS OF TRANSPORTATION PROBLEMS IN THE DISTRIBUTION OF GOODS AND SERVICES | ₦5000 |
| 412 | DETERMINING THE EFFECT OF ADVERTISING STRATEGY ADAPTED IN THE SALES OF CONSUMER GOODS (A CASE STUDY OF UNILEVER NIGERIA PLC) | ₦5000 |
| 413 | CORPORATE ADVERTISING AS AN EFFECTING PROMOTIONAL TOOL IN THE MARKETING OF BANKING SERVICES (A CASE STUDY OF SELECTED COMMERCIAL BANK) | ₦5000 |
| 414 | AN EVALUATION OF PRODUCT INNOVATION AS A STRATEGY FOR THE SURVIVAL OF MANUFACTURING FIRMS IN NIGERIA | ₦5000 |
| 415 | AN ASSESSMENT OF THE PHYSICAL DISTRIBUTION OF SOFT DRINK (A CASE STUDY OF NIGERIAN BOTTLING COMPANY) | ₦5000 |
| 416 | AN ANALYSIS OF PACKAGING AS A PROMO TOOL IN THE MARKETING OF PRODUCT. (A CASE STUDY OF PETALS) | ₦5000 |
| 417 | THE SIGNIFICANCE OF PRODUCT QUALITY IN THE MARKETING OF SOFT DRINK (A CASE STUDY OF COCA-COLA BOTTLING COMPANY PLC) | ₦5000 |
| 418 | THE SIGNIFICANCE OF MARKETING PLANNING IN A BUSINESS ORGANIZATION (A CASE STUDY OF PURE WATER IN ETSAKO WEST LOCAL GOVERNMENT) | ₦5000 |
| 419 | THE SIGNIFICANCE OF DISTRIBUTION IN THE MARKETING OF CONSUMER GOODS (A CASE STUDY OF UNILEVER NIGERIA PLC) | ₦5000 |
| 420 | THE SIGNIFICANCE OF BRAND POSITIONING IN MARKETING ACTIVITIES (A CASE STUDY OF OVALTINE) | ₦5000 |
| 421 | THE SIGNIFICANCE OF ADVERTISING IN THE MANAGEMENT OF BUSINESS ORGANIZATION (A CASE STUDY OF SELECTED SMALL BUSINESS ORGANIZATION) | ₦5000 |
| 422 | THE ROLE OF SALES PROMOTION ON THE PROFITABILITY OF A FIRM'S PRODUCT IN A DEPRESSED ECONOMY (A CASE STUDY OF NIGERIA BREWERY PLC) | ₦5000 |
| 423 | THE ROLE OF RETAILER IN THE DISTRIBUTION OF CONSUMER GOODS (A CASE STUDY OF BENDEL SUPERMARKET, AUCHI) | ₦5000 |
| 424 | THE PROBLEM OF MARKETING AGRICULTURAL PRODUCTS IN RURAL AREAS (A CASE STUDY OF DANSOF FARMS) | ₦5000 |
| 425 | THE IMPORTANCE OF PROMOTION AS A COMPONENT IN THE MARKETING MIX ELEMENT ON PROFITABILITY (A CASE STUDY OF UBA BANK) | ₦5000 |
| 426 | THE IMPORTANCE OF PACKAGING AS A PROMOTIONAL TOOL IN THE MARKETING OF CONSUMER DRINKS AND FOOD (A CASE STUDY OF CIL WATER COMPANY LTD, AVIELE) | ₦5000 |
| 427 | THE IMPORTANCE OF MARKETING IN SERVICE ORGANIZATION (A CASE STUDY OF UBA BANK) | ₦5000 |
| 428 | THE IMPORTANCE OF BRANDING AND PACKAGING AS A MEANS OF SALES PROMOTION IN AN ORGANIZATION IN NIGERIA | ₦5000 |
| 429 | THE IMPACT OF PRODUCT QUALITY ON CONSUMER BRAND LOYALTY (A CASE STUDY OF INTERCONTINENTAL DISTILLER LIMITED, OTA, OGUN STATE) | ₦5000 |
| 430 | THE IMPACT OF MARKETING RESEARCH IN ANY BUSINESS ORGANIZATION | ₦5000 |
| 431 | THE IMPACT OF MARKETING PLANNING AND CONTROL IN MANUFACTURING COMPANY (A CASE STUDY OF NIGERIA BOTTLING COMPANY PLC) | ₦5000 |
| 432 | THE IMPACT OF MARKETING INFORMATION SYSTEM ON MANAGERIAL DECISION MAKING (A CASE STUDY OF NIGERIA BOTTLING COMPANY LTD, BENIN CITY, EDO STATE) | ₦5000 |
| 433 | THE IMPACT OF ADVERTISING ON THE CONSUMPTION OF NOODLE FOODS (A CASE STUDY OF HONEY WELL NOODLES NIGERIA LIMITED LAGOS) | ₦5000 |
| 434 | THE IMPACT OF ADVERTISING ON THE BUYING HABIT OF RURAL DWELLERS (A CASE STUDY OF IGARRA COMMUNITY, EDO STATE) | ₦5000 |
| 435 | THE EFFECTS OF SALES PROMOTION ON CONSUMER BUYING DECISION (A CASE STUDY OF COCA-COLA BOTTLING COMPANY) | ₦5000 |
| 436 | THE EFFECTIVENESS OF ADVERTISING ON THE MARKETING OF CONSUMES' PRODUCT (A CASE STUDY OF NESTLE FOOD NIGERIA PLC, ILUPEJU, LAGOS STATE) | ₦5000 |
| 437 | THE EFFECT OF PURCHASING AND SUPPLY ACTIVITIES IN CONSTRUCTION INDUSTRY (A CASE STUDY OF HARTLAND NIGERIA LTD, AUCHI) | ₦5000 |
| 438 | THE EFFECT OF PROMOTIONAL ACTIVITIES ON THE CONSUMPTION OF A COMPANY PRODUCT (A CASE STUDY OF MTN) | ₦5000 |
| 439 | THE EFFECT OF PACKAGING ON THE SALES OF A COMPANY'S PRODUCT (A CASE STUDY OF GUINNESS NIGERIA PLC) | ₦5000 |
| 440 | THE EFFECT OF PACKAGING ON CONSUMER BUYING DECISION (A CASE STUDY OF UNILEVER) | ₦5000 |
| 441 | THE EFFECT OF CULTURE ON CONSUMERS BUYING BEHAVIOUR (A CASE STUDY OF ASABA COMMUNITY) | ₦5000 |
| 442 | STRATEGIES FOR MARKETING A NEW PRODUCT IN A SATURATED MARKET (A CASE STUDY OF NIGERIAN BREWERIES PLC) | ₦5000 |
| 443 | SIGNIFICANCE OF PRICE ON THE SALES OF NEW PRODUCT (A CASE STUDY OF BRAZILIAN HAIR) | ₦5000 |

| # | Product Name | Price |
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| 444 | SIGNIFICANCE OF PRICE IN INTRODUCTION OF NEW PRODUCT (STUDY OF SELECTED PRODUCTS OF NIGERIA BREWERIES PLC, BENIN CITY) | ₦5000 |
| 445 | SIGNIFICANCE OF PERSONAL SELLING IN THE MARKETING OF DETERGENT (A CASE STUDY OF UNILEVER NIG PLC) | ₦5000 |
| 446 | ROLE OF ADVERTISING IN THE SALES OF NIGERIA MADE GOODS (UYI TECHNICAL COMPANY, BENIN CITY) | ₦5000 |
| 447 | POLITICAL MARKETING IN NIGERIA (A CASE STUDY OF PDP AND APC) | ₦5000 |
| 448 | PACKAGING AS A PROMOTIONAL TOOLS IN THE MARKETING OF CONSUMER GOODS (A CASE STUDY OF NASCO GROUP OF COMPANY, JOS) | ₦5000 |
| 449 | NEW PRODUCT DEVELOPMENT TEST MARKETING PROSPECT AND CHALLENGES (A CASE STUDY OF GUINNESS NIGERIA PLC) | ₦5000 |
| 450 | MARKETING STRATEGIES AS A TECHNIQUE FOR PROFIT MAXIMIZATION IN MANUFACTURING ENTERPRISE (A CASE STUDY OF GUINNESS NIG PLC) | ₦5000 |
| 451 | MARKETING OF PETROLEUM PRODUCTS (A CASE STUDY OF PIPELINE AND PRODUCTS MARKETING COMPANY (PPMC)) | ₦5000 |
| 452 | INFLUENCE OF PRICING STRATEGY ON THE SALES OF NEW PRODUCT (A CASE STUDY OF BRAZILIAN HAIR) | ₦5000 |
| 453 | INFLUENCE OF ADVERTISEMENT IN CONSUMER'S BUYING BEHAVIOUR. (A CASE STUDY OF COCA-COLA ENTERPRISE LTD, LAGOS NIGERIA) | ₦5000 |
| 454 | IMPORTANCE OF PRODUCT LIFE CYCLE IN MARKETING ORGANIZATION | ₦5000 |
| 455 | IMPORTANCE OF DISTRIBUTION CHANNEL TO THE MARKETING OF A PRODUCT IN AN ORGANIZATION | ₦5000 |
| 456 | IMPACT OF SALES PROMOTION ON THE MARKETING OF SOFT DRINKS (A CASE STUDY OF 7-UP BOTTLING COMPANY NIG PLC, BENIN CITY, EDO STATE) | ₦5000 |
| 457 | IMPACT OF ADVERTISING ON THE PURCHASE OF ETISALAT RECHARGE CARDS (A CASE STUDY OF AUCHI METROPOLIS) | ₦5000 |
| 458 | IMPACT OF ADVERTISING ON CONSUMER PURCHASE DECISION (A CASE STUDY OF NESTLE MILO NIG PLC) | ₦5000 |
| 459 | GOING BEYOND JUST ADVERTISING AND ITS IMPACT TO SALES TURNOVER OF A COMPANY (A CASE STUDY OF PROMASSIDOR NIG LTD) | ₦5000 |
| 460 | EFFECTS OF PACKAGING ON SALES OF CONSUMER PRODUCT (A SURVEY OF GUINNESS NIGERIA PLC) | ₦5000 |
| 461 | EFFECT OF SALES FORECAST ON MARKETING DECISION MAKING (A CASE STUDY OF NIGERIA BOTTLING COMPANY) | ₦5000 |
| 462 | EFFECT OF MARKETING PLANNING ON THE PERFORMANCE OF SERVICE ORGANIZATION (A CASE STUDY OF ACCESS BANK PLC,) | ₦5000 |
| 463 | EFFECT OF ADVERTISING ON A COMPANY'S PRODUCT (A CASE STUDY OF COCA-COLA BOTTLING COMPANY BENIN CITY) | ₦5000 |
| 464 | AN APPRAISAL OF MARKETING MIX APPLICATION IN RETAIL BUSINESSES (A CASE STUDY OF SELECTED RETAIL OUTLETS IN AUCHI TOWN) | ₦5000 |
| 465 | MOTIVATING TECHNICAL SALES PEOPLE FOR HIGHER PRODUCTIVITY (A CASE STUDY OF EMENITE NIG. LTD) | ₦5000 |
| 466 | EFFECTIVE CORPORATE IMAGE MANAGEMENT AS A STRATEGY FOR ENHANCING PROFITABILITY (A CASE STUDY OF FIRST BANK OF NIGERIA PLC). | ₦5000 |
| 467 | CONSUMER BRAND PREFERENCE IN THE PURCHASE OF BEVERAGE | ₦5000 |
| 468 | CONSUMER BRAND PREFERENCE IN THE PURCHASE OF BEVERAGE | ₦5000 |
| 469 | BALACING AND BURGETING CONTROL IN A MANUFACTRURING AND MARKETING ORGANIZATION (A CASE OF STUDY OF TOTAL NIGERIA LTD) | ₦5000 |
| 470 | APPLICATION OF MARKETING CONCEPT IN MARKETING OF HAIR DRESSING SERVICES (A COMPARATIVE ANALYSIS OF MAGIC FINGERS BEAUTY HOME AND ULTIMATE BEAUTY SALON) | ₦5000 |
| 471 | TITLE PAGE ADVERTISING AN EFFECTIVE PROMOTIONAL TOOL FOR MARKETING NEW PRODUCT (A CASE STUDY OF NASCO MARKETING COMPANY) | ₦5000 |
| 472 | A CRITICAL APPRAISAL OF THE STRATEGIES OF EXPORTATION OF MADE IN NIGERIA GOODS (A CASE STUDY OF NIGERIAN EXPORT PROMOTION COUNCIL) | ₦5000 |
| 473 | A CRITICAL APPRAISAL OF THE NIGERIAN EXPORT PROMOTION COUNCIL STRATEGIES IN THE EXPORT OF NIGERIA GOODS | ₦5000 |
| 474 | THE ROLE OF ADVERTISING ON THE MARKETING OF SUITCASE IN ENUGU METROPOLIS (A CASE STUDY OF JUMATEX SUITCASE ENUGU) | ₦5000 |
| 475 | THE IMPORTANCE OF BRANDING IN THE MARKETING OF UNILEVER PRODUCTS IN ENUGU STATE | ₦5000 |
| 476 | THE IMPACT OF MARKETING IN THE DEVELOPMENT OF TOURISM | ₦5000 |
| 477 | THE EFFECT OF GOOD PUBLIC RELATION AND ORGANIZED PROMOTIONS ON THE ACHIEVEMENT OF MARKETING OBJECTIVE (CASE STUDY OF NIGERIA BREWERIE PLC) | ₦5000 |

| # | Product Name | Price |
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| 478 | PRODUCT PLANNING MANAGEMENT AND DISTRIBUTION PROBLEMS IN SOFT DRINK INDUSTRY. (A CASE STUDY OF NIGERIA BOTTLING COMPANY PLC.) | ₦5000 |
| 479 | PROBLEMS AND PROSPECTS OF MARKETING IN SMALL-SCALE BUSINESS IN NIGERIA (A CASE STUDY OF AQUA RAPHA, GOD'S HEALING WATER) | ₦5000 |
| 480 | PHYSICAL DISTRIBUTION MANAGEMENT IN BREWERY INDUSTRIES (A CASE STUDY OF NIGERIAN BREWERIES PLC) | ₦5000 |
| 481 | PACKAGING AS A PROMO TOOL IN THE MARKETING OF BEAUTY CARE PRODUCTS. (A CASE STUDY OF PETALS) | ₦5000 |
| 482 | A CRITICAL APPRAISAL OF THE STRATEGIES OF EXPORTATION OF MADE IN NIGERIA GOODS (A CASE STUDY OF NIGERIAN EXPORT PROMOTION COUNCIL) | ₦5000 |
| 483 | IMPACT OF SALES PROMOTION ON BUYING DECISION (A CASE STUDY OF GLOBACOM NIGERIA LIMITED) | ₦5000 |
| 484 | EFFECTIVENESS OF TRADE EXHIBITION AS A MARKETING TOOL IN SMALL & MEDIUM SCALE ENTREPRENEURSHIP | ₦5000 |
| 485 | EFFECT OF PACKAGING ON CONSUMER BEHAVIOUR: (A CASE STUDY OF NIGERIAN BREWERIES PLC.) | ₦5000 |
| 486 | EFFECT OF INTERNET ADVERTISING ON CONSUMERS' PURCHASE DECISION (A STUDY OF JUMIA ONLINE STORES IN LAGOS) | ₦5000 |
| 487 | THE EVALUATION OF DISTRIBUTION CHANNEL OF PETROLEUM PRODUCTS (CASE STUDY MOBIL) | ₦5000 |
| 488 | THE EFFECT OF RELATIONSHIP MARKETING ON ORGANIZATIONAL PERFORMANCE (A STUDY OF AIICO INSURANCE PLC) | ₦5000 |
| 489 | THE EFFECT OF MARKETING COMMUNICATION ON CONSUMER BUYING BEHAVIOUR (A CASE STUDY OF NIGERIA BOTTLING COMPANY N.B.C PLC) | ₦5000 |
| 490 | THE EFFECT OF MARKETING COMMUNICATION ON CONSUMER BUYING BEHAVIOUR (A CASE STUDY OF NIGERIA BOTTLING COMPANY N.B.C PLC) | ₦5000 |
| 491 | ROLE OF CELEBRITY ADVERTISING IN CONSUMER BRAND LOYALTY A STUDY OF MTN (GSM) USERS IN IKEJA L.G.A, LAGOS STATE | ₦5000 |
| 492 | RELATIONSHIP SELLING: ITS EFFECTS ON SALESMAN PERFORMANCE IN SERVICE INDUSTRY | ₦5000 |
| 493 | THIRD PARTY E-COMMERCE PLATFORMS: BENEFITS AND BARRIERS FOR RETAIL BUSINESSES IN NIGERIA | ₦5000 |
| 494 | THE SIGNIFICANCE OF STRATEGIC MARKETING PRACTICES TO THE EFFECTIVE AND EFFICIENT PERFORMANCE OF SMALL AND MEDIUM SCALE ENTERPRISE (SMES) | ₦5000 |
| 495 | THE IMPACT OF SALES PROMOTION ON PRODUCT COMPETITIVENESS OF FAST MOVING CONSUMER GOODS (FMCG) | ₦5000 |
| 496 | THE IMPACT OF PRODUCT DIVERSIFICATION STRATEGY ON ORGANIZATIONAL GROWTH (A CASE STUDY OF COCA COLA NIGERIA PLC) | ₦5000 |
| 497 | THE EFFECT OF PRODUCT PLANNING AND DEVELOPMENT IN THE GROWTH OF ORGANISATION (A CASE STUDY OF SMITHKLINE GLAXO NIGERIA PLC) | ₦5000 |
| 498 | THE EFFECT OF MEDIA ADVERTISEMENT ON SALES OF CONSUMER GOODS IN SOME SELECTED MARKETING FIRMS IN LAGOS | ₦5000 |
| 499 | THE EFFECT OF MATERIALS MANAGEMENT ON THE PROFITABILITY OF THE MANUFACTURING COMPANY (A STUDY OF CADBURY NIGERIA PLC) | ₦5000 |
| 500 | SPATIAL DISTRIBUTION OF LOCAL MARKET AND VARIATIONS IN PRICES OF VEGETABLE IN LAGOS STATE (A CASE STUDY OF OJO LOCAL GOVERNMENT) | ₦5000 |