

Projects > Undergraduate Project Topics > Marketing Project Topics

Projects > Undergraduate Project Topics > Marketing Project Topics — Batch 2

#	Product Name	Price
1	IMPACT OF TOTAL QUALITY MANAGEMENT ON THE PERFORMANCES OF AN ORGANIZATION (A CASE STUDY OF SHELL NIGERIA EXPORATION (SNEPCO))	\$20
2	IMPACT OF TOTAL QUALITY MANAGEMENT ON CUSTOMERS SATISFACTION (A STUDY OF GUARANTEE TRUST BANK)	\$20
3	IMPACT OF INFORMATION AND COMMUNICATION TECHNOLOGY ON ORGANIZATION PERFORMANCE. (A CASE STUDY OF ZENITH BANK PLC)	\$20
4	IMPACT OF ENTREPRENEURSHIP PASSION ON CREATIVE CAPABILITIES OF STOCK OPERATIONS	\$20
5	IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON ORGANIZATIONAL PERFORMANCE (A CASE STUDY OF MTN NIGERIA LIMITED)	\$20
6	IMPACT OF ADVERTISEMENT ON CONSUMABLE GOODS (A CASE STUDY OF CADBURY NIGERIA PLC)	\$20
7	EFFECTS OF STRATEGIC PLANNING ON ORGANIZATIONAL GOAL ATTAINMENT (A STUDY OF ZENITH BANK PLC)	\$20
8	EFFECTS OF PHYSICAL DISTRIBUTION ON THE SALE OF CONSUMABLE PRODUCTS (A STUDY OF UNILEVER NIG PLC)	\$20
9	EFFECTS OF BRANDING ON PRODUCT IMAGE (A STUDY OF UNILEVER NIG PLC)	\$20
10	EFFECTS OF BACKWARD INTEGRATION STRATEGY ON ORGANIZATIONAL PERFORMANCE IN MANUFACTURING INDUSTRY (A CASE STUDY OF NESTLE NIGERIA PLC)	\$20
11	EFFECTIVENESS OF STRATEGIC MARKETING AND MANAGEMENT ON THE SUSTENANCE OF GROWTH IN NIGERIAN TERTIARY INSITUTION (A CASE STUDY OF LAGOS STATE UNIVERSITY)	\$20
12	EFFECTIVE COMMUNICATION AS A TOOLS FOR DETERMINING EMPLOYEE'S JOB PERFORMANCE (A CASE STUDY OF CRUSADER INSURANCE NIGERIA PLC)	\$20
13	EFFECT OF THE PRACTICE OF SOCIAL RESPONSIBILITY ON THE PERFORMANCE OF SMALL MEDIUM ENTERPRISES (SMES) IN AGEGE LOCAL GOVERNMENT AREA, LAGOS	\$20
14	EFFECT OF TOTAL QUALITY MANAGEMENT (TQM) ON MANUFACTURING SECTOR'S PERFORMANCE IN NIGERIA. (A CASE STUDY OF CADBURY NIGERIA PLC)	\$20
15	EFFECT OF RETAILING STRATEGY ON ORGANIZATIONAL PERFORMANCE (A STUDY OF CADBURY NIGERIA PLC)	\$20
16	EFFECT OF CORPORATE SOCIAL RESPONSIBILITY ON ORGANIZATIONAL PERFORMANCE (A CASE STUDY OF NESTLE NIGERIA PLC)	\$20
17	EFFECT OF COMMUNICATION ON ORGANIZATIONAL DEVELOPMENT (A STUDY OF POWER HOLDING COMPANY OF NIGERIA [PHCN])	\$20
18	CRITICAL ANALYSIS ON SALESMANSHIP PERFORMANCE IN MARKETING OF A COMPANY'S PRODUCT (A CASE STUDY OF UNLIEVER NIGEIRA PLC),	\$20
19	ASSESSING THE EFFECT OF RELATIONSHIP MARKETING ON CORPORATE PERFORMANCE IN SMALL BUSINESS ENTERPRISES.	\$20
20	THE ROLE OF SALES PROMOTION ON CONSUMER BEHAVIOUR IN THE BEVERAGE INDUSTRY (A CASE STUDY OF NIGERIA BOTTLING COMPANY PLC)	\$20
21	THE PROBLEMS AND PROSPECTS OF DISTRIBUTING PAINTS IN NIGERIA (A CASE STUDY OF BERGER PAINT NIGERIA PLC)	\$20
22	THE INFLUENCE OF SALE PROMOTION ON EMPLOYEES PERFORMANCE IN AN ORGANIZATION (A CASE STUDIES OF SOME BANKS)	\$20
23	THE IMPACT OF RETAILING ON THE MARKETING OF FAST MOVING CONSUMER GOODS (A CASE STUDY OF CHI RETAIL FARMSHOP)	\$20
24	THE IMPACT OF PROMOTIONAL MIX ON SALES PERFORMANCE (A CASE STUDY OF GUILDER BREWED BY NIGERIAN BREWERIES PLC)	\$20
25	THE IMPACT OF MARKETING STRATEGY ON PROFITABILITY OF CONFECTIONERY PRODUCT IN NIGERIA (A CASE STUDY OF O.K FOODS NIGERIA LIMITED)	\$20
26	THE IMPACT OF MARKETING STRATEGIES ON THE PERFORMANCE OF SMALL SCALE ENTERPRISES IN SHOMOLU LOCAL GOVERNMENT AREA LAGOS STATE	\$20
27	THE IMPACT OF MARKETING ORIENTATION ON SMALL SCALE INDUSTRY IN NIGERIA (A CASE STUDY OF NIGERIAN ECONOMY)	\$20
28	THE IMPACT OF INTENSIVE DISTRIBUTION STRATEGY ON MARKETING OF CONSUMER GOODS (A CASE STUDY OF DOTMALL NIGERIA LIMITED)	\$20
29	THE IMPACT OF CONFLICT MANAGEMENT ON ORGANISATION EFFECTIVENESS (A CASE STUDY OF GUARANTY TRUST BANK PLC)	\$20
30	SURVIVAL STRATEGIES IN SMALL BUSINESS (A CASE STUDY OF SOME SELECTED SMALL SCALE INDUSTRIES IN LAGOS STATE)	\$20
31	PROMOTIONAL STRATEGIES AS TOOL FOR IMPROVING MARKETING MANAGEMENT IN NIGERIA {A CASE STUDY OF NIGER INSURANCE PLC}	\$20
32	PROBLEMS AND PROSPECTS OF SMALL-SCALE INDUSTRIES IN NIGERIA	\$20

#	Product Name	Price
33	<u>EFFECTIVE CHANNELS OF DISTRIBUTION IN PRODUCT MARKET SHARE DEVELOPMENT IN ENHANCING ORGANISATIONAL PERFORMANCE (A CASE STUDY OF LISABI MILLS LTD)</u>	\$20
34	<u>EFFECT OF MARKET SEGMENTATION ON PERFORMANCE OF BREWERY INDUSTRY (A CASE STUDY OF GUINNESS NIGERIA PLC AND NIGERIA BREWERY PLC.)</u>	\$20
35	<u>ACHIEVING CUSTOMER SATISFACTION IN A MULTINATIONAL COMPANY (A STUDY OF NIGERIAN BOTTLING COMPANY PLC)</u>	\$20
36	<u>AN APPRAISAL OF THE PROMOTIONAL STRATEGIES OF SOFT DRINKS INDUSTRY IN NIGERIA (A CASE STUDY OF NIGERIA BOTTLING COMPANY PLC)</u>	\$20
37	<u>ADVERTISING AS COMPLIMENTARY TOOL IN MARKETING OF ALUMINUM KITCHEN WARE (A CASE STUDY OF TOWER ALUMINUM)</u>	\$20
38	<u>A STUDY OF EFFECTIVE DISTRIBUTION CHANNEL, ITS EVALUATION AND IMPORTANCE ON MANUFACTURING GOODS</u>	\$20
39	<u>THE IMPACT OF SOCIAL RESPONSIBILITY ON ORGANISATIONAL IMAGE (A CASE STUDY OF CADBURY NIGERIA PLC)</u>	\$20
40	<u>THE EFFECTS OF PROMOTIONAL TOOLS ON SALES VOLUME IN A MANUFACTURING INDUSTRY (A CASE STUDY OF PROMASIDOR NIGERIA LIMITED, LAGOS.)</u>	\$20
41	<u>THE EFFECTIVENESS OF CHANNEL OF DISTRIBUTION IN THE SOFT DRINK INDUSTRIES (A STUDY OF NIGERIA BOTTLING COMPANY PLC)</u>	\$20
42	<u>THE EFFECT OF PRODUCT QUALITY CONTROL ON CUSTOMER'S SATISFACTION (A CASE STUDY OF CADBURY NIG. PLC)</u>	\$20
43	<u>THE CONTRIBUTION OF MARKETING RESEARCH FOR NEW PRODUCT DEVELOPMENT (A CASE STUDY OF NIGERIAN BOTTLING COMPANY PLC)</u>	\$20
44	<u>STRATEGIC PLANNING AS A TOOL FOR CORPORATE SURVIVAL (A CASE STUDY OF CADBURY NIG. PLC)</u>	\$20
45	<u>PACKAGING AS A TOOL OF ACHIEVING HIGHER PROFITABILITY IN A MANUFACTURING COMPANY (A STUDY OF NIGERIA BOTTLING COMPANY)</u>	\$20
46	<u>MARKET ORIENTATION AND COMPANY PERFORMANCE (A CASE STUDY OF FRIGOGLOSS COMPANY NIGERIA LTD.)</u>	\$20
47	<u>INTEGRATED MARKETING COMMUNICATION AND ITS EFFECTS ON SALES VOLUME (A CASE STUDY OF DE - UNITED FOOD INDUSTRIES PLC)</u>	\$20
48	<u>IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON ORGANIZATIONAL PERFORMANCE (A CASE OF NIGERIA BOTTLING COMPANY PLC)</u>	\$20
49	<u>EVALUATING CUSTOMER SERVICE AS AN ASPECT OF QUALITY MANAGEMENT (A CASE STUDY OF UNILEVER NIGERIA PLC)</u>	\$20
50	<u>EFFECTS OF PRODUCT PACKAGING ON SALES VOLUME IN THE DAIRY INDUSTRY (A STUDY OF WAMCO NIG. PLC)</u>	\$20
51	<u>EFFECTS OF ENVIRONMENTAL FACTORS ON BUSINESS LOCATION (A CASE STUDY OF CADBURY NIGERIA PLC)</u>	\$20
52	<u>EFFECTS OF CORPORATE SOCIAL RESPONSIBILITY ON PROFITABILITY AND CORPORATE IMAGE OF A PRIVATE ORGANIZATION "A SURVEY OF SOME MANUFACTURING FIRMS IN NIGERIA"</u>	\$20
53	<u>EFFECT OF PHYSICAL DISTRIBUTION ON ORGANIASATIONAL PERFORMANCE (A STUDY OF AGRO MARKETING FIRMS IN LAGOS STATE)</u>	\$20
54	<u>EFFECT OF MARKET SEGMENTATION ON PERFORMANCE OF BREWERY INDUSTRY (CASE STUDIES OF GUINNESS NIGERIA PLC AND. NIGERIAN BREWRIES PLC)</u>	\$20
55	<u>EFFECT OF FORWARD INTEGRATION ON MANUFACTURING INDUSTRY PERFORMANCE (A STUDY OF CADBURY NIGERIA PLC)</u>	\$20
56	<u>CUSTOMER SATISFACTION AND LOYALTY IN LOGISTICS SERVICES (A CASE STUDY OF DHL EXPRESS, LAGOS)</u>	\$20
57	<u>BRAND STRATEGY AS AN EFFECTIVE TOOL FOR CORPORATE IDENTITY (A STUDY OF ZENITH BANK PLC.)</u>	\$20
58	<u>BRAND DIFFERENTIATION AND POSITIONING FOR MAXIMUM COMPETITIVE ADVANTAGE (A STUDY OF DANGOTE NOODLES)</u>	\$20