

## Projects > Undergraduate Project Topics > Marketing Project Topics

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

#	Product Name	Price
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.	₦3000
3	THE EFFECT OF MARKET SEGMENTATION ON THE MARKETING PERFORMANCE OF SELECTED LEATHER ENTERPRISES IN ABA, ABIA STATE	₦3000
4	THE EFFECTS OF MOTIVATION ON SALES FORCE PERFORMANCE OF A SELECTED GSM PROVIDER IN UMUAHIA, ABIA STATE.	₦3000
5	EFFECT OF TELEVISION ADVERTISING ON FOOD CONSUMPTION AMONG CHILDREN IN UMUAHIA, ABIA STATE, NIGERIA	₦3000
6	EFFECT OF PRICE ON CONSUMER PATRONAGE OF SOFT DRINKS: (A STUDY OF 7UP BOTTLING COMPANY)	₦3000
7	EFFECT OF PRODUCT INNOVATION ON MARKETING PERFORMANCE (A STUDY OF INDOMIE NOODLES)	₦3000
8	EFFECTS OF CUSTOMER RELATIONSHIP MARKETING ON CUSTOMER RETENTION (A STUDY OF FIRST BANK NIGERIA PLC)	₦3000
9	EFFECT OF SALES FORCE MOTIVATION ON SALES PERFORMANCE: A STUDY OF NIGERIA BREWERIES PLC.	₦3000
10	EFFECT OF GREEN MARKETING PRACTICE ON SOCIALLY RESPONSIBLE BEHAVIOUR AMONG MILLENIALS IN MICHAEL OKPARA UNIVERSITY OF AGRICULTURE, UMUDIKE UMUAHIA ABIA STATE	₦3000
11	IMPACT OF BRANDING ON CONSUMER PURCHASE BEHAVIOUR AMONG USERS OF ENGINE OIL IN NIGERIA (A STUDY OF ENUGU METROPOLIS)	₦3000
12	THE EFFECT OF CUSTOMER SERVICE ON CUSTOMER LOYALTY IN THE NIGERIAN BANKING INDUSTRY (A CASE OF FIRST BANK NIGERIA PLC)	₦3000
13	EFFECT OF MARKETING MIX STRATEGY ON SALES VOLUME OF SACCLUX PAINT INDUSTRY	₦3000
14	CUSTOMER ACQUISITION AND CUSTOMER RETENTION, COST IMPLICATION IN THE BANKING SECTOR (A STUDY OF FIRST BANK, ZENITH BANK, UNION BANK AND ECOBANK)	₦3000
15	THE EFFECT OF CUSTOMER RELATIONSHIP MANAGEMENT ON THE MARKETING PERFORMANCE OF MONEY DEPOSIT BANK A STUDY OF UNION BANK PLC	₦3000
16	EFFECT OF GREEN MARKETING ON CONSUMER PATRONAGE FOR CONSUMER GOODS (A STUDY OF MICHAEL OKPARA UNIVERSITY OF AGRICULTURE, UMUDIKE).	₦3000
17	COMPARATIVE ANALYSIS OF THE ADOPTION OF INTERNAL MARKETING AMONG SELECTED PUBLIC AND PRIVATE UNIVERSITIES IN NIGERIA.	₦3000
18	EFFECT OF PRODUCT INNOVATION ON MARKET PERFORMANCE OF NESTLE NIGERIA PLC (A STUDY OF NESTLE MILO)	₦3000
19	EFFECT OF PRODUCT REBRANDING ON THE PERFORMANCE OF 7 UP BOTTLING COMPANY	₦3000
20	DETERMINANTS OF CONSUMER PURCHASE DECISION MAKING FOR SELECTED PHARMACEUTICAL PRODUCTS	₦3000
21	EFFECT OF RELATIONSHIP MARKETING AS A STRATEGY FOR CUSTOMER RETENTION IN GLOBACOM NIGERIA LIMITED	₦3000
22	EFFECT OF CELEBRITY ENDORSEMENT ON BRAND IMAGE AMONG GSM USERS IN UMUAHIA URBAN, ABIA STATE	₦3000
23	EFFECT OF PRICE DISCRIMINATION ON CONSUMER PREFERENCE TOWARDS MADE IN NIGERIA TEXTILE PRODUCTS IN ABA, ABIA STATE	₦3000
24	SALES PROMOTION AND PATRONAGE OF SOME INDUSTRIAL PRODUCTS IN ABIA STATE	₦3000
25	CONSUMER PERCEPTION OF ONLINE SHOPPING IN NIGERIA (A STUDY OF JUMIA ONLINE)	₦3000
26	PRICING STRATEGIES AND MARKETING PERFORMANCE OF AUTOMOBILE FIRMS IN ABIA STATE	₦3000
27	THE ROLE OF PUBLIC RELATIONS IN ENHANCING THE MARKETING PERFORMANCE OF THE INSURANCE FIRMS IN IMO STATE	₦3000
28	EVALUATION OF EFFECT OF MARKETING MIX STRATEGY ON NEW PRODUCT DEVELOPMENT (A STUDY OF MTN)	₦3000
29	EFFECT OF E-SERVICE QUALITY ON CUSTOMER SATISFACTION AMONG ONLINE SHOPPERS IN ABIA STATE	₦3000
30	INFLUENCE OF PRODUCT REBRANDING ON CONSUMERS BUYING BEHAVIOUR (A STUDY OF 9-MOBILE)	₦3000
31	DETERMINANTS OF CUSTOMER PATRONAGE FOR FAST-FOOD FIRMS IN UMUAHIA, ABIA STATE, NIGERIA. (STUDY OF SELECTED MODERN FAST-FOOD VENDORS IN UMUAHIA METROPOLIS.)	₦3000
32	EFFECT OF MARKETING CONCEPT ON COMMERCIAL BANKS PERFORMANCE (A STUDY OF ECO BANK AND FIRST BANK)	₦3000
33	EFFECT OF SELECTED MARKETING STRATEGIES ON PROFITABILITY OF FIRST BANK NIGERIA PLC.	₦3000
34	EFFECTS OF BRAND IMAGE ON CONSUMER PREFERENCE (A STUDY OF 7UP BOTTLING COMPANY)	₦3000
35	EFFECT OF ADVERTISING ON CONSUMER BRAND PREFERENCE FOR SELECTED NOODLE PRODUCTS IN ABIA STATE, NIGERIA	₦3000
36	EFFECT OF RELATIONSHIP MARKETING PRACTICE ON BANK PERFORMANCE (A STUDY OF MOUAU MICROFINANCE BANK)	₦3000
37	THE ROLE OF PERSONAL SELLING AND ADVERTISEMENTS ON THE DIFFUSION OF BANKS PRODUCTS (A STUDY OF FIRST BANK PLC)	₦3000

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38	EFFECT OF CUSTOMER RELATIONSHIP MARKETING ON CUSTOMER SATISFACTION IN FAST FOOD INDUSTRIES IN ABIA STATE	₦3000
39	IMPACT OF CUSTOMER RELATIONSHIP MARKETING ON BANK GROWTH (A STUDY OF UBA & ZENITH BANK)	₦3000
40	IMPACT OF SALES PROMOTION ON THE MARKETING OF SOFT DRINKS IN NIGERIA (A STUDY 7UP BOTTLING NIGERIA PLC)	₦3000
41	EFFECTS OF PACKAGING IN PROMOTING THE MARKETING PERFORMANCE OF BEAUTY CARE PRODUCTS OF PETALS COMPANY	₦3000
42	RESPONSE OF CUSTOMERS TO SALES PROMOTION: A STUDY OF SELECTED DEPOSIT MONEY BANKS IN IMO STATE, NIGERIA	₦3000
43	EFFECT OF SALES PROMOTION ON THE CONSUMPTION OF MALTA GUINNESS NIGERIA PLC	₦3000
44	EVALUATION OF CONSUMER PREFERENCE FOR THE CONSUMPTION OF SELECTED BEER BRANDSIN ABA METROPOLIS, ABIA STATE	₦3000
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)	₦3000
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)	₦3000
47	EFFECT OF REPACKAGING ON CONSUMER BUYING BEHAVIOUR ON COSMETIC PRODUCTS IN ABIA STATE	₦3000
48	EFFECT OF PROMOTIONAL STRATEGIES ON CONSUMER PATRONAGE OF CORRUGATED ROOFING SHEET IN ENUGU STATE (A STUDY OF EMENITE NIGERIA LIMITED, ENUGU)	₦3000
49	IMPACT OF PHYSICAL DISTRIBUTION ON CUSTOMER SATISFACTION IN SEVEN-UP BOTTLING COMPANY	₦3000
50	APPRAISAL OF MARKETING COMMUNICATIONS AS A STRATEGIC TOOL FOR ENHANCING MARKETING PERFORMANCE OF FRUIT DRINKS (A STUDY OF COCACOLA 5-ALIVE JUICE)	₦3000
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)	₦3000
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)	₦3000
53	THE ROLE OF PUBLIC RELATIONS IN IMPROVING THE IMAGE OF TERTIARY INSTITUTION (A STUDY OF MICHAEL OKPARA UNIVERSITY OF AGRICULTURE, UMUDIKE, ABIA STATE)	₦3000
54	EFFECTS OF PROMOTION MIX ON THE PROFITABILITY GROWTH OF BREWERIES IN NIGERIA (GUINNESS BREWERIES PLC)	₦3000
55	IMPACT OF MARKETING RESEARCH ON NEW PRODUCT DEVELOPMENT (A CASE STUDY OF TONIMAS NIGERIA LIMITED, ABA ABIA STATE)	₦3000
56	EFFECT OF SALES PROMOTION ON CONSUMER BRAND LOYALTY (A STUDY OF ORIJIN NON ALCOHOLIC DRINK)	₦3000
57	EFFECT OF MARKETING COMMUNICATION ON CUSTOMER PREFERENCE OF SELECTED FASTFOOD FIRMS IN ABIA STATE	₦3000
58	EFFECTIVENESS OF MARKETING STRATEGIES ADOPTED BY FAST FOOD RESTAURANT IN UMUAHIA METROPOLIS	₦3000
59	EFFECT OF PACKAGING ON THE PURCHASE OF COSMETIC PRODUCTS BY CONSUMERS IN ABA METROPOLIS , ABIA STATE	₦3000
60	EFFECT OF PERSONAL SELLING ON THE SALES OF INNOSON TECHNICAL AND INVESTMENT COMPANY	₦3000
61	AN EVALUATION OF THE ETHICAL ISSUES IN SALES PROMOTION PRACTICES OF LA-CASERA COMPANY, IN ENUGU METROPOLIS, ENUGU STATE.	₦3000
62	PEER GROUP INFLUENCE AND SINGLE LADIES PURCHASE BEHAVIOUR TOWARDS SECOND HAND CLOTHES IN ABA, ABIA STATE.	₦3000
63	EFFECTS OF SOCIAL MEDIA ON HEDONIC CONSUMPTION AMONG STUDENTS OF MICHAEL OKPARA UNIVERSITY OF AGRICULTURE, UMUDIKE (MOUUAU)	₦3000
64	EFFECT OF TRACKING TECHNOLOGY ON CONSUMER SHOPPING HABITS IN RETAIL INDUSTRIES. ABIA STATE, NIGERIA.	₦3000
65	AN APPRAISAL OF PROMOTIONAL STRATEGIES OF 7UP COMPANY PLC, ABA METROPOLIS, ABIA STATE.	₦3000
66	EFFECT OF CULTURAL BELIEFS AND ETHICAL NORMS ON THE MARKETING OF HEALTHCARE PRODUCTS IN ABIA STATE	₦3000
67	EFFECT OF PACKAGING FOR CONSUMER PREFERENCE FOR NOODLES IN UMUAHIA, ABIA STATE	₦3000
68	EFFECT OF PRICING POLICY ON MARKETING PERFORMANCE IN THE BEVERAGE INDUSTRY (A STUDY OF UNILEVER NIGERIA PLC)	₦3000
69	DETERMINANTS OF UNETHICAL MARKETING BEHAVIOUR AND SALESFORCE ORIENTATION IN FOOD INDUSTRY IN NIGERIA	₦3000
70	EFFECT OF SALES PROMOTION ON ORGANIZATIONAL SALES PERFORMANCE (STUDY OF PZ CUSSONS NIGERIA LIMITED)	₦3000
71	EFFECT OF PUBLIC RELATIONS PRACTICE ON MARKETING PERFORMANCE OF NESTLE NIGERIA PLC	₦3000
72	EFFECT OF PUBLIC RELATIONS PRACTICE ON MARKETING PERFORMANCE OF NESTLE NIGERIA PLC	₦3000
73	EVALUATION OF REGULATORY AGENCIES EFFECTIVENESS IN POSITIONING OF MADE IN NIGERIA GOODS (A STUDY OF RICE PRODUCTION AND MARKETING)	₦3000

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74	ANALYSIS OF MARKETING ACTIVITIES OF SMALL SCALE BUSINESS ENTERPRISES IN ABIA STATE, NIGERIA	₦3000
75	EFFECT OF WASTE MATERIAL RECYCLING IN GREEN MARKETING ACTIVITIES IN THE SOFT DRINK INDUSTRY IN ABA, ABIA STATE	₦3000
76	EXAMINATION OF FACTORS THAT MILITATE AGAINST INTRODUCTION OF A NEW PRODUCT IN THE MARKET. (A STUDY OF STARLITE BY NIGERIAN BREWERIES PLC)	₦3000
77	ANALYSIS OF PURCHASE BEHAVIOUR OF ADVERTISED AND NON ADVERTISED PRODUCTS AMONG CONSUMERS OF NON ALCOHOLIC DRINK MARKET IN ABIA STATE.	₦3000
78	EFFECT OF PHYSICAL ENVIRONMENT ON THE SERVICE PURCHASE BEHAVIOUR IN THE BANKING SECTOR (STUDY OF ECO BANK PLC)	₦3000
79	EFFECT OF BRANDING ON THE MARKETING PERFORMANCE OF SELECTED PHARMACEUTICAL PRODUCTS IN UMUAHIA, ABIA STATE	₦3000
80	EFFECT OF MARKETING STRATEGIES ON SALES GROWTH IN THE FOOD DRINK INDUSTRY (A STUDY OF CHI-EXOTIC DRINK)	₦3000
81	EFFECT OF PRODUCT INNOVATION ON THE PERFORMANCE OF SELECTED SMALL SCALE ENTERPRISE IN ABA, ABIA STATE	₦3000
82	EFFECTS OF PHYSICAL DISTRIBUTION MANAGEMENT ON THE MARKETING PERFORMANCE OF NIGERIA BREWERIES PLC	₦3000
83	EFFECTS OF SALES PROMOTION ON CUSTOMERS' BRAND LOYALTY OF GSM USERS IN UMUAHIA, ABIA STATE	₦3000
84	EFFECT OF ADVERTISING ON SALES PERFORMANCE OF B-LUX PAINT COMPANY IN UMUAHIA ABIA STATE	₦3000
85	ACCEPTABILITY RATE OF E-MARKETING PRACTICES AND ENVIRONMENTAL PROBLEMS IN THE SELECTED RURAL AREAS OF ABIA STATE NIGERIA	₦3000
86	CUSTOMER SATISFACTION AND PATRONAGE IN SELECTED MONEY DEPOSIT BANKS IN UMUAHIA ABIA STATE, NIGERIA	₦3000
87	EFFECT OF SALES PROMOTION ON MARKETING PERFORMANCE OF NIGERIAN BREWERIES	₦3000
88	EFFECT OF ADVERTISING MEDIA ON CUSTOMER PATRONAGE FOR BANKING SERVICE (A STUDY OF FIRST CITY MONUMENT BANK PLC)	₦3000
89	EFFECTS OF PACKAGING ON THE BUYING BEHAVIOUR OF INSTANT NOODLE CONSUMERS' IN ANAMBRA STATE, NIGERIA	₦3000
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)	₦3000
91	EFFECT OF SALE PROMOTION ON CUSTOMER BRAND LOYALTY. (A STUDY OF STARLINE NIGERIA LTD)	₦3000
92	PLACE OF CONVENTIONAL MARKETING THEORIES AND TECHNIQUES IN TERMS OF PRICING, DISTIRBUTION AND ADVERTISING, IN THE MANAGEMENT OF SMALL SCALE ENTERPRISES IN NIGERIA	₦3000
93	EFFECT OF ADVERTISING ON PROFITABILITY OF SELECTED FOOD AND BEVERAGE COMPANY	₦3000
94	INTERNET SYSTEM AND DEVELOPMENT OF TRANSPORTATION: STUDY OF SELECTED MANUFACTURING FIRMS IN NIGERIA	₦3000
95	PACKAGING AS A DETERMINANT FOR CONSUMER PURCHASE BEHAVIOUR TOWARD PERFUMES (A STUDY OF STARLINE NIGERIA LIMITED ABA, ABIA STATE)	₦3000
96	CONSUMER PROTECTION IN THE SERVICE INDUSTRY (A STUDY OF UNITED BANK FOR AFRICA)	₦3000
97	WORLDWIDE STANDARDIZATION OF PRODUCTS BY MULTINATIONAL AND GLOBAL ORGANISATIONS (A STUDY OF UNILEVER NIGERIA PLC)	₦3000
98	PENETRATION PRICING STRATEGY AS TOOL FOR EFFECTIVE MARKETING OF PHARMACEUTICAL PRODUCTS IN NIGERIA (A STUDY OF JUHEL PHARMACEUTICAL LIMITED)	₦3000
99	PENETRATION PRICING STRATEGY AS TOOL FOR EFFECTIVE MARKETING OF PHARMACEUTICAL PRODUCTS IN NIGERIA (A STUDY OF JUHEL PHARMACEUTICAL LIMITED)	₦3000
100	DETERMINANTS OF SALES VOLUME AND PROFIT AMONG LIVESTOCK FEEDSTUFF DEALERS IN ABIA STATE NIGERIA	₦3000
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	₦3000
102	ACCESSING THE IMPACT OF CONSUMER PREFERENCE FOR THE CONSUMPTION OF LOCALLY PRODUCED RICE IN ABIA STATE, NIGERIA.	₦3000
103	CUSTOMER SERVICE AS A DETERMINANT TO CUSTOMER SATISFACTION OF SELECTED COMMERCIAL BANK (A STUDY OF FIRST BANK, ACCESS BANK AND ECO BANK)	₦3000
104	EFFECT OF PRODUCT PACKAGING ON CONSUMER PATRONAGE OF TOOTHPASTE USERS IN UMUAHIA ABIA STATE.	₦3000
105	MARKETING PERFORMANCE MEASUREMENT IN THE SERVICE INDUSTRY IN NIGERIA ( A STUDY OF MTN AND GLO)	₦3000
106	BRAND EQUITY AND MARKETING PERFORMANCE OF TOOTHPASTE PRODUCT IN UMUAHIA NORTH METROPOLIS, ABIA STATE NIGERIA.	₦3000
107	MARKETING RESEARCH AS A STRATEGIC TOOL FOR ACHIEVING ORGANIZATIONAL SALES OBJECTIVES IN THE MANUFACTURING INDUSTRY (A STUDY OF UNILEVER NIGERIA PLC)	₦3000
108	IMPACT OF MOBILE MARKETING ON ONLINE CONSUMERS' PATRONAGE (A STUDY OF JUMIA ABIA STATE, NIGERIA)	₦3000

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109	ANALYZING PROMOTIONAL STRATEGIES FOR ROAD TRANSPORTATION SERVICES: (A STUDY OF ABC TRANSPORT SERVICES UMUAHIA METROPOLIS IN ABIA STATE)	₦3000
110	IMPACT OF MARKETING RESEARCH ON THE ADOPTION OF NEW PRODUCT (A STUDY OF TONIMAS NIGERIA LTD, ABA, ABIA STATE)	₦3000
111	EFFECT OF INFORMATION TECHNOLOGY ON THE DEVELOPMENT OF EFFECTIVE MARKETING STRATEGIES IN THE BANKING INDUSTRY (A STUDY OF ZENITH BANK PLC)	₦3000
112	CASHLESS POLICY AND CONSUMERS ACCEPTABILITY (A CASE STUDY OF UMUAHIA METROPOLIS)	₦3000
113	IMPACT OF ADVERTISING ON SALES VOLUME OF A COMPETITIVE PRODUCT (A STUDY OF INDOMIE NOODLES)	₦3000
114	IMPACT OF SALESFORCE WELFARE ON MARKETING PRODUCTIVITY OF SELECTED PRIVATE FIRMS IN ABA, ABIA STATE	₦3000
115	EFFECTS OF ADVERTISING ON THE PURCHASE OF NOODLES IN ABA, ABIA STATE, NIGERIA (A STUDY OF INDOMIE NOODLES)	₦3000
116	EMPIRICAL ANALYSIS OF PROFITABILITY AND MARKETING EFFICIENCY OF PORK: EVIDENCE FROM ABIA STATE	₦3000
117	ASSESSING SALES FORCE MOTIVATION AS A PANACEA FOR IMPROVED PERFORMANCE IN MANUFACTURING INDUSTRY. (CASE STUDY OF PZ CUSSONS PLC)	₦3000
118	BEHAVIOURAL MODEL ON THE ADOPTION OF ICT IN THE E-WALLET PROGRAMME FOR FARMERS BY THE FEDERAL GOVERNMENT	₦3000
119	EFFECTS OF ONLINE ADVERTISEMENT ON CONSUMER BUYING BEHAVIOURS A CASE STUDY OF KONGA ONLINE SHOP (WWW.KONGA.COM)	₦3000
120	IMPACT OF PRICING STRATEGIES ON CONSUMER PURCHASE BEHAVIOUR (A CASE STUDY OF AIRTEL AND ETISALAT)	₦3000
121	EFFECT OF PRODUCT PACKAGING ON CONSUMER PATRONAGE OF TOOTHPASTE IN IKWUANO LOCAL GOVERNMENT AREA, ABIA STATE, NIGERIA.	₦3000
122	ASSESSMENT OF THE RELATIONSHIP BETWEEN SALES PROMOTION STRATEGY AND MARKETING PERFORMANCE (A STUDY OF NESTLE NIGERIA PLC)	₦3000
123	THE IMPACT OF ADVERTISING ON CONSUMER BUYING BEHAVIOUR (A STUDY OF OMO DETERGENT)	₦3000
124	EVALUATION OF ENVIRONMENTAL MARKETING CONCEPT IN THE OIL AND GAS INDUSTRY IN NIGERIA (A STUDY OF OANDO PLC)	₦3000
125	EFFECT OF TEST MARKETING ON NEW PRODUCT PERFORMANCE (A STUDY OF 7UP BOTTLING COMPANY PLC)	₦3000
126	DETERMINANTS OF MARKET ACCESS TO LIQUEFIED PETROLEUM GAS (LPG) AMONG URBAN HOUSEHOLDS IN ABIA STATE, NIGERIA	₦3000
127	CONSUMER BRAND PREFERENCE AND THE PURCHASE OF BEVERAGES (STUDY OF MILO IN UMUAHIA NORTH)	₦3000
128	DETERMINANTS OF CUSTOMER SATISFACTION AND LOYALTY AMONG BAKERY PRODUCTS IN ABIA STATE. NIGERIA	₦3000
129	EFFECT OF MARKETING ON TOURISM DEVELOPMENT IN ABIA (A STUDY OF SELECTED TOURISM POTENTIALS IN ABIA STATE NIGERIA)	₦3000
130	APPLICATION OF PUBLIC RELATIONS TOOLS FOR CORPORATE GROWTH (A STUDY OF NIGERIA BOTTLING COMPANY)	₦3000
131	ANALYSIS OF ENERGY CONSUMPTION EXPENDITURE AND CONSUMER ADOPTION OF ENERGY SAVING BULBS IN UMUAHIA, ABIA STATE, NIGERIA	₦3000
132	THE EFFECT OF MARKETING IMPLICATION OF PRODUCT LIFE CYCLE MANAGEMENT IN UNILEVER NIGERIA LIMITED	₦3000
133	THE INFLUENCE OF PACKAGING ON THE PURCHASE OF COSMETICS PRODUCTS IN ENUGU	₦3000
134	EVALUATION OF PRICING STRATEGY AS A SURVIVAL TOOL IN THE MARKETING OF DRINKS (A STUDY OF NIGERIAN BREWERIES PLC)	₦3000
135	INFLUENCE OF SALES PROMOTION ON CONSUMER BRAND LOYALTY OF ALCOHOLIC BEVERAGES IN RIVERS STATE WITH SPECIFIC INTEREST IN PORT HARCOURT	₦3000
136	EVALUATION OF STRATEGIC MARKETING AS AN INSTRUMENT TO ENHANCE ORGANIZATIONAL PERFORMANCE	₦3000
137	DETERMINANT OF HAIR CREAM BRANDS AMONG HOUSEHOLDS IN ABIA STATE, NIGERIA.	₦3000
138	THE ROLE OF PHYSICAL DISTRIBUTION CHANNEL ON MARKETING PERFORMANCE OF AGRICULTURAL PRODUCE IN ABOH MBAISE L.G.A. OF IMO STATE	₦3000
139	EFFECTIVENESS OF PERSONAL SELLING STRATEGIES IN MARKETING OF TABLE WATER AND JUICE DRINKS IN ABIA STATE, NIGERIA	₦3000
140	IMPACT OF CUSTOMER RELATIONSHIP MARKETING ON BANK GROWTH: (A STUDY OF UBA & ZENITH BANK)	₦3000
141	A COMPARATIVE STUDY OF THE EFFECTIVENESS OF MARKETING COMMUNICATION IN ROAD TRANSPORTATION INDUSTRY	₦3000
142	THE EFFECT OF BUYING BEHAVIOUR ON PURCHASE DECISION OF CONSUMERS ON CONVENIENCE GOODS IN ENUGU METROPOLIS.	₦3000
143	EFFECT OF BRANDING ON CONSUMER PATRONAGE OF DIFFERENT BRANDS OF BEER IN UMUAHIA METROPOLIS	₦3000

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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	₦3000
147	IMPACT OF PHYSICAL DISTRIBUTION CHANNELS IN THE MARKETING OF AGRICULTURAL PRODUCTS IN OBOWO L.G.A, IMO STATE	₦3000
148	APPLICATION OF MARKETING STRATEGIES FOR IMPROVING PERFORMANCE OF SELECTED MONEY-DEPOSIT BANKS IN IMO STATE NIGERIA	₦3000
149	EVALUATION OF STRATEGIC MARKETING AS AN INSTRUMENT FOR ENHANCING ORGANIZATIONAL PERFORMANCE. (A STUDY OF SELECTED FIRMS IN ABIA STATE. NIGERIA)	₦3000
150	INFLUENCE OF STORAGE TECHNIQUES ON THE MANAGEMENT OF POST-HARVEST LOSSES OF MAIZE FARMERS IN ABIA STATE, NIGERIA	₦3000
151	ANALYSIS OF ONLINE BUSINESS AND PATRONAGE AMONG MICHAEL OKPARA UNIVERSITY STAFF THE CASE OF JUMIA ONLINE COMPANY	₦3000
152	PRICING STRATEGIES AND MARKETING PERFORMANCE OF SELECTED MOBILE PHONE OPERATORS (A STUDY OF GLO NIGERIAN LIMITED)	₦3000
153	USE OF PUBLIC RELATION STRATEGIES TO FIGHT AGAINST THE SCOURGE HIV/AIDS (A STUDY OF ABIA STATE ACTION COMMITTEE ON AIDS; ABSACA)	₦3000
154	MARKETING RESEARCH AS A TOOL FOR INCREASED PROFITABILITY IN SOFT DRINK INDUSTRY, (A STUDY OF NIGERIAN BOTTLING COMPANY PLC. OVERRI)	₦3000
155	EVALUATION OF LOGISTICS CHALLENGES OF MANUFACTURERS OF CONSUMER GOODS (A STUDY OF 7UP BOTTLING COMPANY PLC ABA)	₦3000
156	IMPACT OF INFORMATION AND COMMUNICATION AS A STRATEGY FOR ENHANCING ORGANIZATIONAL PERFORMANCE	₦3000
157	IMPACT OF MARKETING STRATEGY OF TELECOMMUNICATION NETWORK PROVIDERS ON SERVICE CONSUMPTION BEHAVIOUR OF AGRO INDUSTRY ENTREPRENEURS IN ABIA STATE, NIGERIA.	₦3000
158	EFFECTS OF SALES PROMOTION ON MARKET PERFORMANCE OF PZ NIGERIA PLC, ABA ABIA STATE	₦3000
159	DETERMINANTS OF CUSTOMER'S SATISFACTION IN THE TOURISM INDUSTRY (A STUDY OF AWHUM WATER FALL, ENUGU STATE)	₦3000
160	EFFECT OF PRICING STRATEGIES ON THE PERFORMANCE OF MANUFACTURING FIRM IN ABIA STATE, NIGERIA (A STUDY OF PZ ABA, ABIA STATE)	₦3000
161	EFFECT OF PRICING STRATEGIES ON THE PERFORMANCE OF MANUFACTURING FIRM IN ABIA STATE, NIGERIA (A STUDY OF PZ ABA, ABIA STATE)	₦3000
162	EFFECTS OF FUEL SUBSIDY REMOVAL ON ROAD TRANSPORT FARE IN UMUAHIA, NIGERIA (STUDY OF SELECTED TRANSPORT CUSTOMER)	₦3000
163	EFFECT OF MARKET SEGMENTATION ON SALES TURNOVER OF MADE IN NIGERIA GOODS IN ABA, ABIA STATE	₦3000
164	EFFECT OF ADVERTISING ON CHANGING CONSUMER BEHAVIOUR (A STUDY OF FIRST BANK NIGERIA PLC)	₦3000
165	IMPACT OF SALES PROMOTION ON ORGANIZATIONAL EFFECTIVENESS IN NIGERIA MANUFACTURING INDUSTRY; A STUDY OF NESTLE NIGERIA PLC	₦3000
166	AN EVALUATION OF CONSUMER ATTITUDES TOWARDS NIGERIAN AND FOREIGN MADE GOODS IN THE FOOD SUPPLEMENT MARKET. (A CASE STUDY OF ENUGU METROPOLIS)	₦3000
167	DETERMINANT OF CONSUMERS' PERCEPTION AND PREFERENCE TOWARDS LOCALLY MADE LADIES LEATHER BAGS IN ABA MAIN MARKET, ABIA STATE	₦3000
168	AN EVALUATION OF CONSUMER ATTITUDES TOWARDS NIGERIAN AND FOREIGN MADE GOODS IN THE FOOD SUPPLEMENT MARKET. (A CASE STUDY OF ENUGU METROPOLIS)	₦3000
169	EVALUATION OF ADVERTISING AS A DETERMINATION OF CUSTOMER PATRONAGE OF 7UP BOTTLING COMPANY ABA, ABIA STATE.	₦3000
170	CHALLENGES TO THE PRACTICE OF MARKETING CONCEPT IN NIGERIA (STUDY OF SELECTED FIRMS IN THE TELECOMMUNICATION INDUSTRY IN NIGERIA)	₦3000
171	3000	₦3000
172	AN EVALUATION OF MARKETING CONCEPT AND PROFITABILITY OF SOME SELECTED FINANCIAL FIRMS IN ABA, ABIA STATE	₦3000
173	CONSUMER PERCEPTION OF SALES PROMOTION IN THE MARKETING OF TELECOMMUNICATION SERVICES IN NIGERIA	₦3000
174	APPRAISAL OF PRODUCT PERFORMANCE OF BREWERY INDUSTRY (A STUDY OF NIGERIA BREWERY PLC, ENUGU STATE)	₦3000
175	APPRAISAL OF PRODUCT PERFORMANCE OF BREWERY INDUSTRY (A STUDY OF NIGERIA BREWERY PLC, ENUGU STATE)	₦3000

#	Product Name	Price
176	ANALYSIS OF CONSUMERS ATTITUDE TOWARDS MADE IN NIGERIA FURNITURE AMONG HOUSEHOLD IN EHIMIRI HOUSING ESTATE	₦3000
177	THE ROLE OF ADVERTISING ON SUPERMARKET BUSINESS IN UMUAHIA METROPOLIS (A STUDY OF CAPITAL SUPERMARKET UMUAHIA ABIA STATE)	₦3000
178	IMPACT OF MARKETING ON THE SALES OF AGRICULTURAL PRODUCE (RICE) IN ENUGU METROPOLIS	₦3000
179	INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND PREFERENCE IN THE TELECOMMUNICATIONS INDUSTRY A STUDY OF MTN NIGERIA UMUAHIA ABIA STATE, NIGERIA	₦3000
180	PACKAGING INFLUENCE ON CONSUMER PURCHASE BEHAVIOUR OF AUTOMOBILE OIL BRAND (A CASE STUDY OF ABA METROPOLIS)	₦3000
181	EFFECT OF SALES PROMOTION ON PURCHASING BEHAVIOUR OF CONSUMERS OF COCA-COLA PRODUCTS IN UMUAHIA METROPOLIS	₦3000
182	EFFECTS OF DIVERSIFICATION STRATEGY ON MARKETING PERFORMANCE OF POULTRY ENTERPRISES IN ABIA STATE, NIGERIA.	₦3000
183	EFFECT OF ADVERTISING ON CUSTOMERS PATRONAGE OF FIRMS (NIGERIA BOTTLING COMPANY AND 7UP NIG PLC IN ABA, ABIA STATE)	₦3000
184	EFFECT OF INNOVATION DEVELOPMENT ON CONSUMER PATRONAGE OF FLOUR-BASED PRODUCTS IN ABIA STATE, NIGERIA	₦3000
185	EFFECT OF QUALITY SERVICE DELIVERY IN ENHANCING CUSTOMER'S SATISFACTION AMONG MTN USERS IN ABIA STATE, NIGERIA	₦3000
186	ANALYSIS OF EFFECT OF BRANDING ON CONSUMER PATRONAGE IN THE BEER MARKET; A STUDY OF NIGERIA BREWERIES, ENUGU, ENUGU STATE.	₦3000
187	EFFECT OF MARKETING CONCEPT ON CUSTOMER SATISFACTIONS IN NIGERIAN FINANCIAL INSTITUTION (A STUDY OF DIAMOND BANK PLC UMUAHIA, ABIA STATE NIGERIA.)	₦3000
188	THE PLACE OF MARKETING IN FINANAICAL INTERMEDIATION (STUDY OF SELECTED DEPOSIT MONEY BANKS IN NIGERIA)	₦3000
189	EFFECT OF RELATIONSHIP MARKETING ON MARKETING PERFORMANCE OF SELECTED LEATHER PRODUCTS MANUFACTURING ENTERPRISES IN ABA, ABIA STATE NIGERIA	₦3000
190	EFFECT OF SALES PROMOTION ON CONSUMER PURCHASE BEHAVIOUR (A STUDY OF NIGERIA BOTTLING COMPANY, ABA-ABIA STATE)	₦3000
191	EFFECTS OF BRANDING ON CONSUMER PREFERENCE OF CONSUMER GOODS (A STUDY OF PZ NIGERIA PLC )	₦3000
192	IMPACT OF PACKAGING ON PRODUCT PATRONAGE IN CONSUMER GOODS MARKET (A STUDY OF MALTINA MARKETED BY NIGERIA BREWERIES PLC, ABA DEPOT)	₦3000
193	ROLE OF ELECTRONIC MEDIA IN THE PROMOTION OF NEW PRODUCT IN THE TELECOMMUNICATION MARKET IN ABA (A CASE STUDY OF SELECTED MTN PRODUCT)	₦3000
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)	₦3000
195	THE IMPACT OF MARKETINGRESEARCH ON PRODUCT PLANNING (A STUDY OF UNILEVER NIGERIA PLC ABA)	₦3000
196	EFFECT OF PROMOTIONAL STRATEGIES ON THE PERFORMANCE OF MANUFACTURING FIRMS IN NIGERIA (A STUDY OF PZ CUSSONS PLC, LAGOS).	₦3000
197	EFFECT OF SALES PROMOTION ON CUSTOMER PATRONAGE OF TELECOM SERVICES (A STUDY OF GLOBACOM NIGERIA LIMITED)	₦3000
198	IMPACT OF MARKETING RESEARCH ON NEW PRODUCT DEVELOPMENT CASE STUDY (NIGERIA BREWERIES ABA)	₦3000
199	PRODUCT DISPOSITION ALTERNATIVES IN A DISTRESSED ECONOMY-NIGERIA IN FOCUS	₦3000
200	CORPORATE PROFITABILITY ENHANCEMENT BASED ON E - MARKETING PLATFORM	₦3000
201	EFFECT OF PACKAGING ON CONSUMER PATRONAGE OF SACLUX PAINT NIGERIA LIMITED UMUAHIA, ABIA STATE	₦3000
202	COMPARATIVE ANALYSIS OF CONSUMER PERCEPTION OF ADVERTISED AND NON-ADVERTISED BRANDS IN ABIA STATE, NIGERIA	₦3000
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	₦3000
204	EVALUATION OF CUSTOMERS SATISFACTION ON ROAD TRANSPORTATION MANAGEMENT (A CASE STUDY OF PEACE MASS TRANSIT, PEACE PARK BY UMUWAYA ROAD, UMUAHIA, ABIA STATE.)	₦3000
205	PACKAGING AS A COMPETITIVE TOOL IN MARKETING OF CONSUMER GOODS IN ABIA STATE (A CASE STUDY OF PZ CUSSONS NIG. PZ. ABA)	₦3000
206	DETERMINANTS OF PERFORMANCE AMONG BAKERY INDUSTRIES IN ABA METROPOLIS OF ABIA STATE, NIGERIA	₦3000
207	RELEVANCE OF PRICING DECISION ON ACHIEVING RETAIL MARKET GROWTH IN OWERRI METROPOLIS, IMO STATE, NIGERIA.	₦3000



#	Product Name	Price
208	DETERMINANTS OF MARKETING EFFICIENCY AMONG RESTAURANT OPERATORS IN ABIA STATE, NIGERIA.	₦3000
209	EFFECT OF MARKETING RESEARCH ON THE PERFORMANCE OF SMALL SCALE ENTERPRISES IN ABIA STATE	₦3000
210	THE APPLICATION OF MARKETING CONCEPT IN THE AGRICULTURAL SECTOR IN SELECTED FARMS IN IM	₦3000
211	EFFECT OF EFFICIENT SALES MANAGEMENT ON THE PERFORMANCE OF FIRMS (A STUDY OF NIGERIAN BREWERIES PLC ENUGU)	₦3000
212	EFFECT OF EFFICIENT SALES MANAGEMENT ON THE PERFORMANCE OF FIRMS (A STUDY OF NIGERIAN BREWERIES PLC ENUGU)	₦3000
213	EFFECT OF PRODUCT BRANDING ON CONSUMER PREFERENCE IN THE COSMETIC INDUSTRY (A STUDY OF PZ CUSSONS NIGERIA PLC ABA, ABIA STATE)	₦3000
214	DETERMINANTS OF PURCHASE BEHAVIOUR AND CONSUMPTION PATTERNS FOR TOILETRIES AMONG HOUSEHOLDS IN RIVERS STATE NIGERIA	₦3000
215	CUSTOMER RELATIONSHIP MARKETING AND MARKETING PERFORMANCE IN SUPER MARKET IN PORT HARCOURT	₦3000
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).	₦3000
217	SOCIO-ECONOMIC DETERMINANT OF CONSUMER CHOICE ON FOREIGN MADE LEATHER AMONG HOUSEHOLD IN URBAN AREAS OF ABIA STATE, NIGERIA	₦3000
218	STRATEGIES FOR ENHANCE INDUSTRIAL MARKETING EFFICIENCY, TECHNOLOGY BASED APPROACH (A CASE STUDY OF SACLUX PAINT LIMITED)	₦3000
219	EFFECT OF CORPORATE SOCIAL RESPONSIBILITY ON PROFIT PERFORMANCE OF SELECTED COMPANIES IN ABIA STATE (A CASE STUDY OF PZ AND UNILEVER NIGERIA PLC)	₦3000
220	PRICING STRATEGY AND ITS EFFECT ON SALES PERFORMANCE A STUDY OF CHEMLAP NIGERIA LIMITED, ABA.	₦3000
221	THE CAUSES OF PRODUCT FAILURE IN NIGERIAN MARKET (A CASE STUDY OF GULDER-MAX)	₦3000
222	APPLICATION OF MARKETING CONCEPT AND GROWTH OF COMMUNICATION RETAIL ENTERPRISE (A STUDY OF SELECTED RETAILERS IN ABA)	₦3000
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.)	₦3000
224	THE EFFECT OF BRANDING ON CONSUMER PATRONAGE OF TOILET SOAP (A STUDY OF PZ CUSSONS NIGERIA PLC ABA ABIA STATE)	₦3000
225	EFFECT OF PRODUCT BRANDING ON CONSUMER PREFERENCE IN THE COSMETIC INDUSTRY (A STUDY OF PZ CUSSONS NIGERIA PLC ABA, ABIA STATE)	₦3000
226	DETERMINANTS OF PURCHASE BEHAVIOUR AND CONSUMPTION PATTERNS FOR TOILETRIES AMONG HOUSEHOLDS IN RIVERS STATE NIGERIA	₦3000
227	CUSTOMER RELATIONSHIP MARKETING AND MARKETING PERFORMANCE IN SUPER MARKET IN PORT HARCOURT	₦3000
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).	₦3000
229	ANALYSIS OF COSTS AND RETURNS OF BEEF MARKETING IN Umuahia METROPOLIS - ABIA STATE.	₦3000
230	IMPLICATIONS OF CUSTOMER SERVICE ON CUSTOMER LOYALTY IN THE NIGERIAN BANKING INDUSTRY. (A CASE OF FIRST BANK NIGERIA PLC, Umuahia, ABIA STATE)	₦3000
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)	₦3000
232	ANALYSIS OF POULTRY AND POULTRY PRODUCTS MARKETING CHAIN IN ABIA STATE NIGERIA	₦3000
233	EFFECT OF PROMOTION MIX STRATEGY ON THE PERFORMANCE OF MOBILE TELECOMMUNICATION NETWORK Umuahia ABIA STATE	₦3000
234	EFFECT AND SOCIO- ECONOMIC CHARACTERISTICS OF THE PURCHASE OF SENSODYNE TOOTHPASTE IN ABA METROPOLIS OF ABIA - STATE NIGERIA.	₦3000
235	EVALUATION OF THE EFFECT OF MULTI-DISTRIBUTION CHANNEL ON MARKET PENETRATION STRATEGY OF FIRMS	₦3000
236	THE CONSTRAINT OF PERFORMANCE, EVALUATION, AND CONTROL OF SALES FORCE IN NIGERIA (A CASE STUDY OF DANA PHARMACEUTICAL PRIVATE LIMITED COMPANY)	₦3000
237	SALES PROMOTION AS A DETERMINANT OF MARKET PERFORMANCE (A CASE OF EMILY MILLIONAIRE COSMETICS INDUSTRY) IN ABA, ABIA STATE.	₦3000
238	EFFECT OF ADVERTISING ON THE SELECTION OF GSM SERVICE PROVIDER IN ABIA STATE, NIGERIA	₦3000
239	ELECTRONIC MARKETING AND BUSINESS PERFORMANCE IN SELECTED RETAIL OUTLETS IN PORT HARCOURT	₦3000
240	THE EFFECTS OF ADVERTISING ON CONSUMER BRAND PREFERENCE FOR BEVERAGES IN ABIA STATE.	₦3000
241	ANALYSIS OF MARKETING RESEARCH, PLANNING AND CONTROL FOR COMPANY GROWTH IN A COMPETITIVE ECONOMY	₦3000

#	Product Name	Price
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)	₦3000
243	AN EMPIRICAL STUDY OF THE EFFECTS OF RELATIONSHIP MARKETING ON BANKS PERFORMANCE IN ABA, ABIA STATE NIGERIA.	₦3000
244	DETERMINANTS OF CONSUMER PREFERENCE FOR PROTEIN SOURCES IN ABIA STATE, NIGERIA	₦3000
245	ANALYSIS OF MARKET ACCESS, VALUE CHAIN AND MARKETING OF BEEF IN ABIA STATE, NIGERIA.	₦3000
246	THE EFFECT OF BRANDING AND TRADEMARK ON SALES VOLUME OF COCA-COLA DRINKS (A STUDY OF NIGERIA BOTTLING COMPANY, OWERRI)	₦3000
247	DETERMINANT OF CONSUMER PATRONAGE BEHAVIOUR ON FAST FOOD JOINTS IN OWERRI METROPOLIS AREA.	₦3000
248	ANALYSIS OF CUSTOMER SATISFACTION AMONG CONSUMERS OF NON ALCOHOLIC BEVERAGE FIRM IN UMUAHIA METROPOLIS IN ABIA STATE, NIGERIA.	₦3000
249	EFFECT OF CRITICAL INCIDENT ON BRAND SWITCHING: BANKING SECTOR REVIEW	₦3000
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	₦3000
251	ANALYSIS OF LOGISTIC PROBLEMS IN A MANUFACTURING INDUSTRY, A CASE STUDY OF CHAMPION BREWERY, UYO	₦3000
252	EFFECT OF MOTIVATION ON STAFF PERFORMANCE IN THE BANKING INDUSTRY	₦3000
253	ASSESSING CONSUMER PREFERENCE PATTERN IN THE PATRONAGE OF MOBILE TELECOMMUNICATION SERVICE PROVIDER IN UMUAHIA, ABIA STATE.	₦3000
254	EVALUATION OF DISTRIBUTION CHANNEL OF CONSUMER GOODS (CASE STUDY OF NESTLE PLC, PORT HARCOURT)	₦3000
255	THE INFLUENCE OF ADVERTISING ON THE CONSUMPTION OF INSTANCE NOODLES IN UMUAHIA, ABIA STATE, NIGERIA.	₦3000
256	SOCIAL MEDIA MARKETING AND MARKETING PERFORMANCE OF SELECTED ENTREPRENEURS IN ABIA STATE, NIGERIA	₦3000
257	THE EFFECT OF PRICING ON THE RETAIL MANAGEMENT (A STUDY OF SELECTED SUPERMARKETS IN ABA)	₦3000
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.	₦3000
259	THE CULTURAL INFLUENCE ON BUYING BEHAVIOUR OF CONSUMER GOODS IN ENUGU METROPOLIS	₦3000
260	THE STRATEGIC FACTORS AFFECTING THE MARKET PERFORMANCE OF SMALL SCALE BUSINESS ENTERPRISES IN UMUAHIA, ABIA STATE.	₦3000
261	THE EFFECT OF PRODUCT PACKAGING ON CONSUMER PREFERENCE, A STUDY OF CADBURY NIGERIA PLC.	₦3000
262	THE EFFECT OF ADVERTISING ENDORSEMENT ON CONSUMER PREFERENCE FOR NIGERIA PRODUCTS IN ABIA STATE	₦3000
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)	₦3000
264	CUSTOMER BRAND PREFERENCE OF DIFFERENT BRANDS OF CEMENT (STUDY OF CEMENT USERS IN ABIA STATE)	₦3000
265	ROLE OF PACKAGING ON CONSUMER GOODS MARKETING (A STUDY OF NESTLE NIGERIA PLC)	₦3000
266	THE EFFECT OF PRODUCT MODIFICATION ON THE MARKET PERFORMANCE OF SOFT DRINKS PRODUCT (A STUDY OF SEVEN-UP BOTTLING COMPANY)	₦3000
267	THE EFFECT OF SALES PROMOTION ON PROFITABILITY IN THE BREWING INDUSTRY WITH SPECIAL REFERENCE TO NIGERIAN BREWERY PLC.	₦3000
268	ANALYSIS OF MARKETING EFFICIENCY ON MARKET PERFORMANCE OF SELECTED TABLE WATER FIRMS IN OWERRI IMO STATE	₦3000
269	THE EFFECT OF PUBLIC RELATIONS PRACTICE ON THE MARKET PERFORMANCE OF THE PETROLEUM DOWNSTREAM SECTOR IN NIGERIA (A STUDY OF OANDO NIGERIA PLC)	₦3000
270	EFFECT OF PRODUCT MARKET DIVERSIFICATION ON THE MARKET PERFORMANCE OF POULTRY FARMS IN ABIA STATE, NIGERIA	₦3000
271	THE IMPACT OF ADVERTISING ON MARKETING PERFORMANCE OF BANKS (A STUDY OF ACCESS BANK NIG. PLC.)	₦3000
272	THE EFFECT OF MARKETING COMMUNICATION MIX ON CUSTOMER PATRONAGE OF DEPOSIT MONEY BANKS (A STUDY OF ZENITH BANK PLC.)	₦3000
273	THE EFFECT OF SALES PROMOTION ON CUSTOMER PATRONAGE OF BRANDS OF PROMASIDOR LTD	₦3000
274	THE DETERMINANTS OF CUSTOMER SATISFACTION AND LOYALTY AMONG TELECOM USERS IN ABIA STATE	₦3000
275	QUALITY OF SERVICE DELIVERY ON CUSTOMER SATISFACTION IN NIGERIAN BANKING INDUSTRY (A STUDY OF FIDELITY BANK PLC)	₦3000
276	ANALYSIS OF CONSUMER'S PREFERENCE FOR MOBILE TELECOMMUNICATION ATTRIBUTES IN ABIA STATE.	₦3000
277	THE EFFECT OF LOGISTICS MANAGEMENT ON MARKETING PERFORMANCE OF WATER PACKAGING ENTERPRISES IN ABIA STATE NIGERIA.	₦3000



#	Product Name	Price
278	EFFECT OF PRICING STRATEGIES ON MARKETING PERFORMANCE (A STUDY OF MTN)	₦3000
279	THE EFFECT OF QUALITY SERVICE DELIVERY IN ENHANCING MARKETING PERFORMANCE IN THE BANKING INDUSTRY (A STUDY OF ACCESS BANK PLC)	₦3000
280	EFFECT OF MARKETING RESEARCH ON THE PERFORMANCE OF SMALL SCALE ENTERPRISES IN ABIA STATE	₦3000
281	THE ROLE OF A MANAGER IN SMALL SCALE BUSINESS ORGANIZATION (A CASE STUDY OF BLIO TEX TRADING AND CONSTRUCTION COMPANY)	₦3000
282	THE EFFECT OF PACKAGING ON CONSUMER BUYING BEHAVIOR (A STUDY OF EDO PHARMACEUTICAL LIMITED)	₦3000
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)	₦3000
287	THE IMPACT OF ONLINE MARKETING ON THE PERFORMANCE OF SMALL AND MEDIUM SCALE ENTERPRISES (SMES) IN NIGERIA (A CASE STUDY OF JUMIA NIGERIA)	₦3000
288	A TIME SERIES ANALYSIS OF CUSTOMER ATTENDANCE A STUDY OF SHOPRITE MALL	₦3000
289	A STUDY ON THE SOCIAL EFFECT OF ADVERTISING ON THE NIGERIAN STUDENTS	₦3000
290	AN ASSESSMENT OF THE MARKETING SEGMENTATION ON PRODUCTION PLANNING IN ORGANIZATION	₦3000
291	THE INFLUENCE OF CULTURE ON BUYING BEHAVIOR (A STUDY OF CONSUMERS OF ASO-OKE" PRODUCT IN ILORIN METROPOLIS)	₦3000
292	THE INFLUENCE OF BEHAVIOURAL CONCEPT ON CONSUMER BUYING HABIT. (A CASE STUDY OF 7UP BOTTLING COMPANY)	₦3000
293	EXAMINED THE IMPACT OF SALE PROMOTION ON MANUFACTURING INDUSTRY (A CASE STUDY OF NIGERIA BAGS MANUFACTURING COMPANY IKEJA LAGOS)	₦3000
294	THE IMPACT OF MARKETING RESEARCH ON NEW PRODUCT DEVELOPMENT. (A STUDY OF NIGERIA BOTTLING COMPANY PLC)	₦3000
295	THE IMPACT OF MARKETING MIX STRATEGY ON THE GROWTH OF A FIRM (A CASE STUDY OF LUBCON NIGERIA LIMITED, ILORIN)	₦3000
296	THE IMPACT OF MARKETING IN SERVICES INDUSTRIES (A CASE STUDY OF UNITED BANK OF AFRICA PLC, ILORIN, KWARA STATE)	₦3000
297	THE IMPACT OF MARKETING ACTIVITIES ON THE BANKING SECTOR (A CASE STUDY OF UNITED BANK FOR AFRICA PLC)	₦3000
298	THE IMPACT OF INTERNET ADVERTISEMENT ON CONSUMER BEHAVIOUR [A CASE STUDY OF KWARA STATE POLYTECHNIC]	₦3000
299	THE IMPACT OF INTERNAL ENVIRONMENT ON MARKETING ORGANIZATION (A CASE STUDY OF SHOPRITE ILORIN)	₦3000
300	THE IMPACT OF ADVERTISING IN ENHANCING SALES VOLUME (A CASE STUDY OF NIGERIA BOTTLING COMPANY ILORIN)	₦3000
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)	₦3000
302	THE EFFECTIVENESS OF PROMOTION IN MANUFACTURING INDUSTRY (A STUDY OF BAGCO)	₦3000
303	THE EFFECTIVENESS OF PERSONAL SELLING IN MARKETING OF PETROLEUM PRODUCTS IN NIGERIA A CASE STUDY OF TOTAL NIGERIA PLC	₦3000
304	THE EFFECT OF MANAGEMENT DEVELOPMENT PROGRAMMES ON TOP LEVEL EMPLOYEE'S PRODUCTIVITY (A CASE STUDY OF ELITE INDUSTRIES NIGERIA LIMITED, IGANMU LAGOS)	₦3000
305	THE DETERMINANT OF CHOICE OF PROMOTIONAL MIX IN THE MARKETING OF FINANCIAL SERVICES IN NIGERIA (A CASE STUDY OF UBA)	₦3000
306	THE IMPACT OF TRADE FAIR ON BUSINESS GROWTH	₦3000
307	THE MARKETING IMPLICATION OF PRIVATIZATION OF GOVERNMENT PARASTATALS (A CASE STUDY OF AFRICAN PETROLEUM)	₦3000
308	SOURCING FOR THE MOST SUITABLE SUPPLIER FOR RAW MATERIALS IN MANUFACTURING ORGANIZATIONS. (A CASE STUDY OF NIGERIA BOTTLING COMPANY ILORIN)	₦3000
309	SIGNIFICANCE OF PROMOTION TO BUSINESS ORGANIZATIONS IN NIGERIA (A CASE STUDY OF NESTLE NIGERIA PLC)	₦3000
310	SIGNIFICANCE OF AUTOMATIC TELLER MACHINE TO ENHANCING CUSTOMER RELATIONS IN THE NIGERIAN BANKING INDUSTRY (A CASE STUDY OF DIAMOND BANK PLC ILORIN)	₦3000
311	SATISFACTION AND RETENTION: A KEY TO BUSINESS SURVIVAL (A CASE STUDY OF BERGER PAINTS NIGERIA PLC)	₦3000
312	SALES PROMOTION AS AN EFFECTIVE MARKETING STRATEGY FOR SELLING CONSUMER PRODUCT. (A CASE STUDY OF NIGERIA BAGS MANUFCAIRING COMPLANY, IKEJA LAGOS)	₦3000
313	SALE PROMOTION AS AN EFFECTIVE MARKETING STRATEGY FOR SELLING CONSUMER MANUFACTURING INDUSTRY. (A CASE STUDY OF NIGERIA BAGS MANUFACTURING COMPANY IKEJA LAGOS)	₦3000

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314	ROLE OF PERSONAL SELLING IN THE MARKETING OF PETROLEUM PRODUCTS IN NIGERIA (A CASE STUDY OF TOTAL NIGERIA PLC)	₦3000
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)	₦3000
316	PROMOTION: A MARKETING TOOLS IN A COMPETITIVE MARKETING ENVIRONMENT IN NIGERIA (A CASE STUDY OF UNILEVER NIGERIAN, PLC)	₦3000
317	PRODUCT AS AN IMPORTANT TOOLS OF IMPROVING THE PROFITABILITY OF AN ORGANIZATION (A CASE STUDY OF NIGERIA BOTTLING COMPANY, ILORIN, KWARA STATE )	₦3000
318	PERSONAL SELLING AS AN EFFECTIVE PROMOTIONAL TOOL IN MARKETING OF INDUSTRIAL GOODS (A CASE STUDY OF NNPC, ILORIN)	₦3000
319	OUTDOOR ADVERTISING AS A MARKETING STRATEGY FOR PRODUCT SALE IN THE NIGERIAN TELECOMMUNICATION INDUSTRY (A CASE STUDY OF GLOBALCOM NIGERIA LIMITED)	₦3000
320	OPTIMUM PROMOTIONAL MIX AS EFFECTIVE TOOL FOR ENHANCING SALES IN THE NIGERIAN SOFT DRINK INDUSTRY (A CASE STUDY OF NIGERIAN BOTTLING COMPANY).	₦3000
321	MEASUREMENT OF ADVERTISEMENT CONTRIBUTIONS TO EFFECTIVE SALES GROWTH IN A COMPETITIVE MARKET (A CASE STUDY OF NIGERITE LIMITED LAGOS)	₦3000
322	MARKETING PLANNING AS A STRATEGY FOR EFFICIENT BUSINESS PERFORMANCE (A CASE STUDY OF UNILEVER NIGERIA PLC LAGOS)	₦3000
323	MARKETING OF PETROLEUM PRODUCT IN NIGERIA CASE STUDY OF OANDO PETROLEUM PLC ILORIN DEPOT	₦3000
324	INVESTIGATION INTO THE ROLES OF G.S.M IN DEVELOPING DIRECT MARKETING IN NIGERIA	₦3000
325	IMPACT OF PROMOTIONAL STRATEGY IN THE HOTEL INDUSTRY (A CASE STUDY OF KWARA HOTEL)	₦3000
326	IMPACT OF PERCEIVED SERVICE QUALITY ON CUSTOMER SATISFACTION AND BRAND LOYALTY (A CASE STUDY OF HONEYWELL FLOUR MILLS PLC)	₦3000
327	THE ROLE OF MARKETING IN COMMERCIAL BANKS (A CASE STUDY OF DIAMOND BANK PLC)	₦3000
328	EVALUATION OF SELLING AS AN EFFECTIVE PROMOTIONAL IN MARKETING OF CONSUMERS PRODUCT (A CASE STUDY OF UNILEVER NIGERIA PLC ILORIN)	₦3000
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)	₦3000
330	ENVIRONMENTAL COMPLEXITY: DETERMINANT OF CHOICE OF PROMOTIONAL TOOLS IN MARKETING ORIENTED ORGANIZATION IN NIGERIA (A CASE STUDY OF JMK SUPERMARKET, ILORIN)	₦3000
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)	₦3000
332	EFFECTIVENESS OF PRICING POLICY IN MANUFACTURING INDUSTRIES A CASE STUDY OF P.Z	₦3000
333	EFFECT OF SOCIAL MEDIA MARKETING ON ONLINE CONSUMER (A CASE STUDY OF SOCIAL MEDIA USERS IN ILORIN)	₦3000
334	DISTRIBUTION AS A VARIABLE IN MARKETING OF PERISHABLE PRODUCT (A CASE STUDY OF AYOMIDE FARM OFFA KWARA STATE)	₦3000
335	DEPOSITS MOBILIZATION THROUGH MARKETING OF BANKING SERVICES (THE CASE STUDY OF THE FIRST BANK OF NIGERIA ILORIN)	₦3000
336	THE SIGNIFICANCE OF ADVERTISING TO BUSINESS ORGANIZATIONS IN NIGERIA (A CASE STUDY OF UNILEVER NIG. PLC OREGUN, LAGOS STATE)	₦3000
337	THE SIGNIFICANCE OF BRANDING TO EFFECTIVE MARKETING OF THE TOBACCO PRODUCTS IN NIGERIA (A CASE STUDY OF INTERNATIONAL TOBACCO I.T.C.)	₦3000
338	CONSUMER SATISFACTION AND RETENTION; A KEY TO BUSINESS SURVIVAL (A CASE STUDY OF BERGER PAINTS NIGERIA PLC)	₦3000
339	CONSUMER REACTION TO CLOSE-UP MODIFICATION: IT'S EFFECTS. (A CASE STUDY OF CLOSE-UP TOOTHPASTE A PRODUCT OF UNILEVER NIGERIA)	₦3000
340	CONSUMER ATTITUDE TOWARDS OKADA TRANSPORT SERVICE IN NIGERIA (A CASE STUDY OF OKADA COMMUTER IN ILORIN METROPOLIS)	₦3000
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)	₦3000
342	BRANDING AND PACKAGING AS EFFECTIVE TOOLS FOR PRODUCT DIFFERENTIATION IN MARKETING CONSUMER PRODUCTS	₦3000
343	BRANDING AND MARKETING OF PURE WATER IN ILORIN TOWNSHIP (A CASE STUDY OF AYOBAT PURE WATER)	₦3000
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)	₦3000

#	Product Name	Price
345	APPLICATION OF THE MARKETING CONCEPT IN OUR LOCAL MARKET ( A CASE STUDY OF OWODE MARKET OFFA , KWARA STATE	₦3000
346	APPLICATION OF MARKETING CONCEPT IN NON-PROFIT ORGANIZATION (A CASE STUDY OF SECURITY AND EXCHANGE COMMISSION ABUJA)	₦3000
347	AN INVESTIGATION INTO THE ROLE OF GSM OPERATION IN DEVELOPING DIRECT MARKET IN NIGERIA (A CASE STUDY OF MTN NIGERIA)	₦3000
348	AN EXAMINATION OF IMPACT OF STRATEGIC PLANNING ON SALES PROMOTION (A CASE STUDY OF NIGERIA BOTTLING COMPANY PLC)	₦3000
349	AN EVALUATION OF THE EFFECTIVENESS OF SALES PROMOTION AS ELEMENT OF PROMOTION MIXES. (A CASE STUDY OF 7UP PLANT, ILORIN)	₦3000
350	AN APPLICATION OF MARKETING CONCEPTS IN THE TELECOMMUNICATION INDUSTRY IN NIGERIA (A CASE STUDY OF GLOBACOM NIGERIA)	₦3000
351	THE SIGNIFICANCE OF NEW PRODUCT DEVELOPMENT IN A COMPETITIVE MARKETING ENVIRONMENT (A CASE STUDY OF LUBCON LTD)	₦3000
352	EFFECTS OF SALES PROMOTION AS A TOOL FOR WINNING CUSTOMERS IN A COMPETITIVE MARKET.	₦3000
353	ADVERTISING, ITS ROLE AND IMPORTANCE IN THE MARKETING OF CON-1	₦3000
354	PUBLIC RELATIONS AS AN EFFECTIVE PROMOTIONAL TOOL IN MARKETING OF SERVICES. (A CASE STUDY OF KEFFI COMMUNITY BANK (NIG) LTD.)	₦3000
355	THE ROLE OF NEGOTIATION IN ATTAINING PURCHASING OBJECTIVES (A CASE STUDY OF NIGERIA BOTTLING COMPANY PLC)	₦3000
356	THE RELEVANCE OF NEW PRODUCT DEVELOPMENT ON ATTAINING MARKETING OBJECTIVE OF TABLE WATER PRODUCERS. ( A CASE STUDY OF SELECTED TABLE WATER PRODUCERS)	₦3000
357	THE RELATIONSHIP BETWEEN EMPLOYEE JOB SATISFACTION AND EMPLOYEE COMMITMENT AMONG EMPLOYEES OF UNILEVER NIGERIA PLC.	₦3000
358	THE PROBLEM OF FINANCING INTERNATIONAL TRADE IN NIGERIA	₦3000
359	THE INFLUENCE OF CULTURE IN CONSUMERS BUYING BEHAVIOR (A CASE STUDY OF OBIANGWU NGOR – OKPALA L.G.A. IMO STATE)	₦3000
360	THE IMPACT OF PROMOTIONAL STRATEGY ON SALES AND PROFIT A CASE OF NIGERIA BOTTLING COMPANY PLC (NBC)	₦3000
361	THE IMPACT OF PERSONAL SELLING ON SALES VOLUME PERFORMANCE OF A MANUFACTURING COMPANY (A CASE (STUDY OF UNILEVER NIGERIA PLC.)	₦3000
362	THE IMPACT OF MARKETING ON AGRICULTURAL DEVELOPMENT IN A DEVELOPING COUNTRY	₦3000
363	THE IMPACT OF DISTRIBUTION STRATEGY ON ORGANISATIONAL PROFITABILITY (A CASE STUDY OF NIGERIAN BOTTLING COMPANY)	₦3000
364	THE IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT ON CUSTOMERS' SATISFACTION (A CASE OF FIDELITY BANK PLC)	₦3000
365	THE IMPACT OF APPLICATION OF MARKETING CONCEPT IN THE NIGERIA BANKING INDUSTRY (A CASE STUDY OF ZENITH BANK)	₦3000
366	INFLUENCE OF ADVERTISING ON CONSUMER BUYING BEHAVIOUR (CASE STUDY OF FOREVER LIVING COSMETICS PRODUCTS)	₦3000
367	THE EFFECTIVENESS OF DISTRIBUTION STRATEGY ON ORGANISATIONAL PROFITABILITY (A CASE STUDY OF NIGERIAN BOTTLING COMPANY)	₦3000
368	THE EFFECT OF ADVERTISING ON THE SALES OF TOOTHPASTES (A CASE STUDY OF GLAXO SMITHKLINE NIGERIA PLC ,LAGOS.)	₦3000
369	SALES TERRITORIAL MANAGEMENT IN THE BREWERY INDUSTRY (A STUDY OF GUINNESS NIGERIA PLC ABA ABIA STATE)	₦3000
370	RELATIONSHIP MARKETING: A NECESSARY TOOL FOR ORGANISATIONAL PERFORMANCE (A CASE STUDY OF TROPICS FINANCE AND INVESTMENT LIMITED)	₦3000
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).	₦3000
372	MARKETING STRATEGY IN THE HOTEL INDUSTRY	₦3000
373	MARKETING STRATEGY AND CONSUMER PURCHASE BEHAVIOR (A CASE STUDY OF GUINNESS IN NIGERIA PLC)	₦3000
374	MARKETING STRATEGIES AND THEIR EFFECTS IN SALES EXPANSION IN ORGANISATION	₦3000
375	MARKETING OF BANKING SERVICES IN NIGERIA (A STUDY OF FIRST BANK PLC)	₦3000
376	PRODUCT QUALITY AS A BASIS FOR CONSUMER'S PATRONAGE	₦3000
377	IMPACT OF E-PAYMENT ON ONLINE SHOPPING BEHAVIOUR (A STUDY OF JUMIA LIMITED)	₦3000

#	Product Name	Price
378	EFFECTIVENESS OF TRADE EXHIBITION AS A MARKETING TOOL IN SMALL & MEDIUM SCALE ENTREPRENEURSHIP (A CASE STUDY OF LOYALTED PRODUCTS LIMITED)	₦3000
379	APPLICATION OF MARKETING CONCEPT IN THE NIGERIA PUBLIC SECTOR INDUSTRY (A CASE STUDY OF ZENITH BANK)	₦3000
380	PROMOTIONAL STRATEGY AS A TOOL OF ORGANIZATIONAL PROFITABILITY	₦3000
381	PUBLIC SERVICES MARKETING A CASE STUDY OF FIRST BANK	₦3000
382	PRODUCT FAILURE: THE CAUSES AND EFFECTS ON THE NIGERIAN ECONOMY	₦3000
383	PRODUCT DIFFERENTIATION AS A SURVIVAL STRATEGY IN A COMPETITIVE MARKETING ENVIRONMENT (A CASE STUDY OF STARLINE NIGERIA LIMITED)	₦3000
384	THE ROLE OF MARKETING RESEARCH IN THE PLANNING AND DEVELOPMENT OF A NEW PRODUCT (A SURVEY OF NIGERIA BOTTLING COMPANY PLC, BENIN CITY)	₦3000
385	THE INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT ON THE SALES OF KFC PRODUCTS IN IKEJA CITY MALL AND PALMS LEKKI	₦3000
386	THE IMPORTANCE OF PROMOTION AS A COMPONENT IN THE MARKETING MIX ELEMENT ON PROFITABILITY (A CASE STUDY OF UBA BANK)	₦3000
387	SOCIAL MEDIA: EFFECTS ON MARKET SHARE IMPROVEMENT IN THE SERVICE INDUSTRY. A STUDY OF SELECTED INSURANCE FIRMS	₦3000
388	IMPACT OF ONLINE MARKETING ON SMALL AND MEDIUM ENTERPRISES IN LAGOS METROPOLIS	₦3000
389	EFFECTS OF PACKAGING ON SALES OF CONSUMER PRODUCT (A SURVEY OF GUINNESS NIGERIA PLC)	₦3000
390	EFFECT OF ADVERTISING ON A COMPANY'S PRODUCT (A CASE STUDY OF COCA-COLA BOTTLING COMPANY BENIN CITY)	₦3000
391	THE ROLE OF PUBLIC RELATIONS IN MARKETING OF BURXIN PAINT INDUSTRY IN ANAMBRA STATE	₦3000
392	THE ROLE OF MARKETING IN THE DEVELOPMENT OF TOURISM INDUSTRY IN NIGERIA (A CASE STUDY OF NIKE LAKE RESORT ENUGU)	₦3000
393	THE INFLUENCE OF PRODUCT QUALITY ON BRAND LOYALTY IN NIGERIA (A STUDY OF WAMCO NIGERIA PLC.)	₦3000
394	THE IMPACTS OF PRICING IN MARKTING OF COKE DRINKS IN ENUGU STATE.	₦3000
395	THE IMPACT OF SALES PROMOTION IN THE PURCHASE INTENT OF GOKO CLEANSER AMONG STUDENT	₦3000
396	THE IMPACT OF PROMOTIONAL ACTIVITIES ON THE MARKETING OF GOLDEN MORN PRODUCT (A CASE STUDY OF NESTLE NIGER PLC ENUGU STATE)	₦3000
397	THE IMPACT OF MARKETING COMMUNICATION ON SALE OF CONSUMER GOODS (A CASE STUDY OF NIGERIA BREWERIES PLC)	₦3000
398	THE IMPACT OF ADVERTISING ON THE MARKETING OF BANKING SERVICES. (A CASE STUDY OF MICRO FINANCE BANK)	₦3000
399	THE IMPACT OF ADVERTISING IN THE SALE OF A NEW PRODUCT (A CASE STUDY OF INDOMIE INSTANT NOODLES)	₦3000
400	THE EFFECTIVENESS OF PUBLIC RELATIONS PRACTICE IN THE OIL SECTOR (A CASE STUDY OF AFRICAN PETROLEUM PLC)	₦3000
401	THE EFFECT OF PHYSICAL DISTRIBUTION ON THE SALES VOLUME OF BEVERAGE IN ENUGU METROPOLIS (A CASE STUDY OF SEVEN-UP BOTTLING COMPANY)	₦3000
402	THE EFFECT OF MOTIVATIONAL POLICIES AND PRACTICE ON SALES FORCE IN NIGERIA BANKING INDUSTRY (A CASE STUDY OF FIRST BANK NIGERIA PLC)	₦3000
403	THE EFFECT OF EXCHANGE RATE FLUCTUATION ON IMPORTED GOODS IN NIGERIA (A CASE STUDY OF TOYOTA NIGERIA LIMITED, LAGOS)	₦3000
404	THE EFFECT OF ADVERTISING ON THE SALES VOLUME OF BEVERAGES (A CASE STUDY OF MILO, BOURNVITA AND VIATALO)	₦3000
405	SECURING CUSTOMERS PATRONAGE THROUGH PRODUCT INNOVATION IN NEW BEVERAGES NIGERIA LIMITED	₦3000
406	MARKETING PRACTICES AND CONSUMER SATISFACTION IN THE HOTEL INDUSTRY	₦3000
407	MARKETING OF AGRICULTURAL PRODUCTS IN ANAMBRA STATE (A CASE STUDY OF SELECTED LOCAL GOVERNEMNT AREAS IN ANAMBRA STATE)	₦3000
408	INFLUENCE OF PRODUCT PACKAGING ON CONSUMER BUYING PREFERENCE (A CASE STUDY OF ABA METROPLIS)	₦3000
409	IMPACT OF PUBLIC RELATION ON MARKETING OF BANKING SERVICE (A CASE STUDY OF ZENITH BANK PLC)	₦3000
410	EVALUATION OF THE IMPACT OF ROAD NETWORK ON THE SELLING OF AGRICULTURAL PRODUCTS.	₦3000
411	EVALUATION OF THE EFFECTS OF TRANSPORTATION PROBLEMS IN THE DISTRIBUTION OF GOODS AND SERVICES	₦3000
412	DETERMINING THE EFFECT OF ADVERTISING STRATEGY ADAPTED IN THE SALES OF CONSUMER GOODS (A CASE STUDY OF UNILEVER NIGERIA PLC)	₦3000
413	CORPORATE ADVERTISING AS AN EFFECTING PROMOTIONAL TOOL IN THE MARKETING OF BANKING SERVICES (A CASE STUDY OF SELECTED COMMERCIAL BANK)	₦3000
414	AN EVALUATION OF PRODUCT INNOVATION AS A STRATEGY FOR THE SURVIVAL OF MANUFACTURING FIRMS IN NIGERIA	₦3000

#	Product Name	Price
415	AN ASSESSMENT OF THE PHYSICAL DISTRIBUTION OF SOFT DRINK (A CASE STUDY OF NIGERIAN BOTTLING COMPANY)	₦3000
416	AN ANALYSIS OF PACKAGING AS A PROMO TOOL IN THE MARKETING OF PRODUCT. (A CASE STUDY OF PETALS)	₦3000
417	THE SIGNIFICANCE OF PRODUCT QUALITY IN THE MARKETING OF SOFT DRINK (A CASE STUDY OF COCA-COLA BOTTLING COMPANY PLC)	₦3000
418	THE SIGNIFICANCE OF MARKETING PLANNING IN A BUSINESS ORGANIZATION (A CASE STUDY OF PURE WATER IN ETSAKO WEST LOCAL GOVERNMENT)	₦3000
419	THE SIGNIFICANCE OF DISTRIBUTION IN THE MARKETING OF CONSUMER GOODS (A CASE STUDY OF UNILEVER NIGERIA PLC)	₦3000
420	THE SIGNIFICANCE OF BRAND POSITIONING IN MARKETING ACTIVITIES (A CASE STUDY OF OVALTINE)	₦3000
421	THE SIGNIFICANCE OF ADVERTISING IN THE MANAGEMENT OF BUSINESS ORGANIZATION (A CASE STUDY OF SELECTED SMALL BUSINESS ORGANIZATION)	₦3000
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)	₦3000
423	THE ROLE OF RETAILER IN THE DISTRIBUTION OF CONSUMER GOODS (A CASE STUDY OF BENDEL SUPERMARKET, AUCHI)	₦3000
424	THE PROBLEM OF MARKETING AGRICULTURAL PRODUCTS IN RURAL AREAS (A CASE STUDY OF DANSOF FARMS)	₦3000
425	THE IMPORTANCE OF PROMOTION AS A COMPONENT IN THE MARKETING MIX ELEMENT ON PROFITABILITY (A CASE STUDY OF UBA BANK)	₦3000
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)	₦3000
427	THE IMPORTANCE OF MARKETING IN SERVICE ORGANIZATION (A CASE STUDY OF UBA BANK)	₦3000
428	THE IMPORTANCE OF BRANDING AND PACKAGING AS A MEANS OF SALES PROMOTION IN AN ORGANIZATION IN NIGERIA	₦3000
429	THE IMPACT OF PRODUCT QUALITY ON CONSUMER BRAND LOYALTY (A CASE STUDY OF INTERCONTINENTAL DISTILLER LIMITED, OTA, OGUN STATE)	₦3000
430	THE IMPACT OF MARKETING RESEARCH IN ANY BUSINESS ORGANIZATION	₦3000
431	THE IMPACT OF MARKETING PLANNING AND CONTROL IN MANUFACTURING COMPANY (A CASE STUDY OF NIGERIA BOTTLING COMPANY PLC)	₦3000
432	THE IMPACT OF MARKETING INFORMATION SYSTEM ON MANAGERIAL DECISION MAKING (A CASE STUDY OF NIGERIA BOTTLING COMPANY LTD, BENIN CITY, EDO STATE)	₦3000
433	THE IMPACT OF ADVERTISING ON THE CONSUMPTION OF NOODLE FOODS (A CASE STUDY OF HONEY WELL NOODLES NIGERIA LIMITED LAGOS)	₦3000
434	THE IMPACT OF ADVERTISING ON THE BUYING HABIT OF RURAL DWELLERS (A CASE STUDY OF IGARRA COMMUNITY, EDO STATE)	₦3000
435	THE EFFECTS OF SALES PROMOTION ON CONSUMER BUYING DECISION (A CASE STUDY OF COCA-COLA BOTTLING COMPANY)	₦3000
436	THE EFFECTIVENESS OF ADVERTISING ON THE MARKETING OF CONSUMES' PRODUCT (A CASE STUDY OF NESTLE FOOD NIGERIA PLC, ILUPEJU, LAGOS STATE)	₦3000
437	THE EFFECT OF PURCHASING AND SUPPLY ACTIVITIES IN CONSTRUCTION INDUSTRY (A CASE STUDY OF HARTLAND NIGERIA LTD, AUCHI)	₦3000
438	THE EFFECT OF PROMOTIONAL ACTIVITIES ON THE CONSUMPTION OF A COMPANY PRODUCT (A CASE STUDY OF MTN)	₦3000
439	THE EFFECT OF PACKAGING ON THE SALES OF A COMPANY'S PRODUCT (A CASE STUDY OF GUINNESS NIGERIA PLC)	₦3000
440	THE EFFECT OF PACKAGING ON CONSUMER BUYING DECISION (A CASE STUDY OF UNILEVER)	₦3000
441	THE EFFECT OF CULTURE ON CONSUMERS BUYING BEHAVIOUR (A CASE STUDY OF ASABA COMMUNITY)	₦3000
442	STRATEGIES FOR MARKETING A NEW PRODUCT IN A SATURATED MARKET (A CASE STUDY OF NIGERIAN BREWERIES PLC)	₦3000
443	SIGNIFICANCE OF PRICE ON THE SALES OF NEW PRODUCT (A CASE STUDY OF BRAZILIAN HAIR)	₦3000
444	SIGNIFICANCE OF PRICE IN INTRODUCTION OF NEW PRODUCT (STUDY OF SELECTED PRODUCTS OF NIGERIA BREWERIES PLC, BENIN CITY)	₦3000
445	SIGNIFICANCE OF PERSONAL SELLING IN THE MARKETING OF DETERGENT (A CASE STUDY OF UNILEVER NIG PLC)	₦3000
446	ROLE OF ADVERTISING IN THE SALES OF NIGERIA MADE GOODS (UYI TECHNICAL COMPANY, BENIN CITY)	₦3000
447	POLITICAL MARKETING IN NIGERIA (A CASE STUDY OF PDP AND APC)	₦3000
448	PACKAGING AS A PROMOTIONAL TOOLS IN THE MARKETING OF CONSUMER GOODS (A CASE STUDY OF NASCO GROUP OF COMPANY, JOS)	₦3000
449	NEW PRODUCT DEVELOPMENT TEST MARKETING PROSPECT AND CHALLENGES (A CASE STUDY OF GUINNESS NIGERIA PLC)	₦3000

#	Product Name	Price
450	MARKETING STRATEGIES AS A TECHNIQUE FOR PROFIT MAXIMIZATION IN MANUFACTURING ENTERPRISE (A CASE STUDY OF GUINNESS NIG PLC)	₦3000
451	MARKETING OF PETROLEUM PRODUCTS (A CASE STUDY OF PIPELINE AND PRODUCTS MARKETING COMPANY (PPMC))	₦3000
452	INFLUENCE OF PRICING STRATEGY ON THE SALES OF NEW PRODUCT (A CASE STUDY OF BRAZILIAN HAIR)	₦3000
453	INFLUENCE OF ADVERTISEMENT IN CONSUMER'S BUYING BEHAVIOUR. (A CASE STUDY OF COCA-COLA ENTERPRISE LTD, LAGOS NIGERIA)	₦3000
454	IMPORTANCE OF PRODUCT LIFE CYCLE IN MARKETING ORGANIZATION	₦3000
455	IMPORTANCE OF DISTRIBUTION CHANNEL TO THE MARKETING OF A PRODUCT IN AN ORGANIZATION	₦3000
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)	₦3000
457	IMPACT OF ADVERTISING ON THE PURCHASE OF ETISALAT RECHARGE CARDS (A CASE STUDY OF AUCHI METROPOLIS)	₦3000
458	IMPACT OF ADVERTISING ON CONSUMER PURCHASE DECISION (A CASE STUDY OF NESTLE MILO NIG PLC)	₦3000
459	GOING BEYOND JUST ADVERTISING AND ITS IMPACT TO SALES TURNOVER OF A COMPANY (A CASE STUDY OF PROMASSIDOR NIG LTD)	₦3000
460	EFFECTS OF PACKAGING ON SALES OF CONSUMER PRODUCT (A SURVEY OF GUINNESS NIGERIA PLC)	₦3000
461	EFFECT OF SALES FORECAST ON MARKETING DECISION MAKING (A CASE STUDY OF NIGERIA BOTTLING COMPANY)	₦3000
462	EFFECT OF MARKETING PLANNING ON THE PERFORMANCE OF SERVICE ORGANIZATION (A CASE STUDY OF ACCESS BANK PLC,)	₦3000
463	EFFECT OF ADVERTISING ON A COMPANY'S PRODUCT (A CASE STUDY OF COCA-COLA BOTTLING COMPANY BENIN CITY)	₦3000
464	AN APPRAISAL OF MARKETING MIX APPLICATION IN RETAIL BUSINESSES (A CASE STUDY OF SELECTED RETAIL OUTLETS IN AUCHI TOWN)	₦3000
465	MOTIVATING TECHNICAL SALES PEOPLE FOR HIGHER PRODUCTIVITY (A CASE STUDY OF EMENITE NIG. LTD)	₦3000
466	EFFECTIVE CORPORATE IMAGE MANAGEMENT AS A STRATEGY FOR ENHANCING PROFITABILITY (A CASE STUDY OF FIRST BANK OF NIGERIA PLC).	₦3000
467	CONSUMER BRAND PREFERENCE IN THE PURCHASE OF BEVERAGE	₦3000
468	CONSUMER BRAND PREFERENCE IN THE PURCHASE OF BEVERAGE	₦3000
469	BALACING AND BURGETING CONTROL IN A MANUFACTURING AND MARKETING ORGANIZATION (A CASE OF STUDY OF TOTAL NIGERIA LTD)	₦3000
470	APPLICATION OF MARKETING CONCEPT IN MARKETING OF HAIR DRESSING SERVICES (A COMPARATIVE ANALYSIS OF MAGIC FINGERS BEAUTY HOME AND ULTIMATE BEAUTY SALON)	₦3000
471	TITLE PAGE ADVERTISING AN EFFECTIVE PROMOTIONAL TOOL FOR MARKETING NEW PRODUCT (A CASE STUDY OF NASCO MARKETING COMPANY)	₦3000
472	A CRITICAL APPRAISAL OF THE STRATEGIES OF EXPORTATION OF MADE IN NIGERIA GOODS (A CASE STUDY OF NIGERIAN EXPORT PROMOTION COUNCIL)	₦3000
473	A CRITICAL APPRAISAL OF THE NIGERIAN EXPORT PROMOTION COUNCIL STRATEGIES IN THE EXPORT OF NIGERIA GOODS	₦3000
474	THE ROLE OF ADVERTISING ON THE MARKETING OF SUITCASE IN ENUGU METROPOLIS (A CASE STUDY OF JUMATEX SUITCASE ENUGU)	₦3000
475	THE IMPORTANCE OF BRANDING IN THE MARKETING OF UNILEVER PRODUCTS IN ENUGU STATE	₦3000
476	THE IMPACT OF MARKETING IN THE DEVELOPMENT OF TOURISM	₦3000
477	THE EFFECT OF GOOD PUBLIC RELATION AND ORGANIZED PROMOTIONS ON THE ACHIEVEMENT OF MARKETING OBJECTIVE (CASE STUDY OF NIGERIA BREWERIE PLC)	₦3000
478	PRODUCT PLANNING MANAGEMENT AND DISTRIBUTION PROBLEMS IN SOFT DRINK INDUSTRY. (A CASE STUDY OF NIGERIA BOTTLING COMPANY PLC.)	₦3000
479	PROBLEMS AND PROSPECTS OF MARKETING IN SMALL-SCALE BUSINESS IN NIGERIA (A CASE STUDY OF AQUA RAPHA, GOD'S HEALING WATER)	₦3000
480	PHYSICAL DISTRIBUTION MANAGEMENT IN BREWERY INDUSTRIES (A CASE STUDY OF NIGERIAN BREWERIES PLC)	₦3000
481	PACKAGING AS A PROMO TOOL IN THE MARKETING OF BEAUTY CARE PRODUCTS. (A CASE STUDY OF PETALS)	₦3000
482	A CRITICAL APPRAISAL OF THE STRATEGIES OF EXPORTATION OF MADE IN NIGERIA GOODS (A CASE STUDY OF NIGERIAN EXPORT PROMOTION COUNCIL)	₦3000
483	IMPACT OF SALES PROMOTION ON BUYING DECISION (A CASE STUDY OF GLOBACOM NIGERIA LIMITED)	₦3000
484	EFFECTIVENESS OF TRADE EXHIBITION AS A MARKETING TOOL IN SMALL & MEDIUM SCALE ENTREPRENEURSHIP	₦3000
485	EFFECT OF PACKAGING ON CONSUMER BEHAVIOUR: (A CASE STUDY OF NIGERIAN BREWERIES PLC.)	₦3000
486	EFFECT OF INTERNET ADVERTISING ON CONSUMERS' PURCHASE DECISION (A STUDY OF JUMIA ONLINE STORES IN LAGOS)	₦3000



#	Product Name	Price
487	THE EVALUATION OF DISTRIBUTION CHANNEL OF PETROLEUM PRODUCTS (CASE STUDY MOBIL)	₦3000
488	THE EFFECT OF RELATIONSHIP MARKETING ON ORGANIZATIONAL PERFORMANCE (A STUDY OF AIICO INSURANCE PLC)	₦3000
489	THE EFFECT OF MARKETING COMMUNICATION ON CONSUMER BUYING BEHAVIOUR (A CASE STUDY OF NIGERIA BOTTLING COMPANY N.B.C PLC)	₦3000
490	THE EFFECT OF MARKETING COMMUNICATION ON CONSUMER BUYING BEHAVIOUR (A CASE STUDY OF NIGERIA BOTTLING COMPANY N.B.C PLC)	₦3000
491	ROLE OF CELEBRITY ADVERTISING IN CONSUMER BRAND LOYALTY A STUDY OF MTN (GSM) USERS IN IKEJA L.G.A, LAGOS STATE	₦3000
492	RELATIONSHIP SELLING: ITS EFFECTS ON SALESMAN PERFORMANCE IN SERVICE INDUSTRY	₦3000
493	THIRD PARTY E-COMMERCE PLATFORMS: BENEFITS AND BARRIERS FOR RETAIL BUSINESSES IN NIGERIA	₦3000
494	THE SIGNIFICANCE OF STRATEGIC MARKETING PRACTICES TO THE EFFECTIVE AND EFFICIENT PERFORMANCE OF SMALL AND MEDIUM SCALE ENTERPRISE (SMES)	₦3000
495	THE IMPACT OF SALES PROMOTION ON PRODUCT COMPETITIVENESS OF FAST MOVING CONSUMER GOODS (FMCG)	₦3000
496	THE IMPACT OF PRODUCT DIVERSIFICATION STRATEGY ON ORGANIZATIONAL GROWTH (A CASE STUDY OF COCA COLA NIGERIA PLC)	₦3000
497	THE EFFECT OF PRODUCT PLANNING AND DEVELOPMENT IN THE GROWTH OF ORGANISATION (A CASE STUDY OF SMITHKLINE GLAXO NIGERIA PLC)	₦3000
498	THE EFFECT OF MEDIA ADVERTISEMENT ON SALES OF CONSUMER GOODS IN SOME SELECTED MARKETING FIRMS IN LAGOS	₦3000
499	THE EFFECT OF MATERIALS MANAGEMENT ON THE PROFITABILITY OF THE MANUFACTURING COMPANY (A STUDY OF CADBURY NIGERIA PLC)	₦3000
500	SPATIAL DISTRIBUTION OF LOCAL MARKET AND VARIATIONS IN PRICES OF VEGETABLE IN LAGOS STATE (A CASE STUDY OF OJO LOCAL GOVERNMENT)	₦3000
501	IMPACT OF TOTAL QUALITY MANAGEMENT ON THE PERFORMANCES OF AN ORGANIZATION (A CASE STUDY OF SHELL NIGERIA EXPORTATION (SNEPCO)	₦3000
502	IMPACT OF TOTAL QUALITY MANAGEMENT ON CUSTOMERS SATISFACTION (A STUDY OF GUARANTEE TRUST BANK)	₦3000
503	IMPACT OF INFORMATION AND COMMUNICATION TECHNOLOGY ON ORGANIZATION PERFORMANCE. (A CASE STUDY OF ZENITH BANK PLC)	₦3000
504	IMPACT OF ENTREPRENEURSHIP PASSION ON CREATIVE CAPABILITIES OF STOCK OPERATIONS	₦3000
505	IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON ORGANIZATIONAL PERFORMANCE (A CASE STUDY OF MTN NIGERIA LIMITED)	₦3000
506	IMPACT OF ADVERTISEMENT ON CONSUMABLE GOODS (A CASE STUDY OF CADBURY NIGERIA PLC)	₦3000
507	EFFECTS OF STRATEGIC PLANNING ON ORGANIZATIONAL GOAL ATTAINMENT (A STUDY OF ZENITH BANK PLC)	₦3000
508	EFFECTS OF PHYSICAL DISTRIBUTION ON THE SALE OF CONSUMABLE PRODUCTS (A STUDY OF UNILEVER NIG PLC)	₦3000
509	EFFECTS OF BRANDING ON PRODUCT IMAGE (A STUDY OF UNILEVER NIG PLC)	₦3000
510	EFFECTS OF BACKWARD INTEGRATION STRATEGY ON ORGANIZATIONAL PERFORMANCE IN MANUFACTURING INDUSTRY (A CASE STUDY OF NESTLE NIGERIA PLC)	₦3000
511	EFFECTIVENESS OF STRATEGIC MARKETING AND MANAGEMENT ON THE SUSTENANCE OF GROWTH IN NIGERIAN TERTIARY INSITUION (A CASE STUDY OF LAGOS STATE UNIVERSITY	₦3000
512	EFFECTIVE COMMUNICATION AS A TOOLS FOR DETERMINING EMPLOYEE'S JOB PERFORMANCE (A CASE STUDY OF CRUSADER INSURANCE NIGERIA PLC)	₦3000
513	EFFECT OF THE PRACTICE OF SOCIAL RESPONSIBILITY ON THE PERFORMANCE OF SMALL MEDIUM ENTERPRISES (SMES) IN AGEGE LOCAL GOVERNMENT AREA, LAGOS	₦3000
514	EFFECT OF TOTAL QUALITY MANAGEMENT (TQM) ON MANUFACTURING SECTOR'S PERFORMANCE IN NIGERIA. (A CASE STUDY OF CADBURY NIGERIA PLC)	₦3000
515	EFFECT OF RETAILING STRATEGY ON ORGANIZATIONAL PERFORMANCE (A STUDY OF CADBURY NIGERIA PLC)	₦3000
516	EFFECT OF CORPORATE SOCIAL RESPONSIBILITY ON ORGANIZATIONAL PERFORMANCE (A CASE STUDY OF NESTLE NIGERIA PLC)	₦3000
517	EFFECT OF COMMUNICATION ON ORGANIZATIONAL DEVELOPMENT (A STUDY OF POWER HOLDING COMPANY OF NIGERIA [PHCN])	₦3000
518	CRITICAL ANALYSIS ON SALESMANSHIP PERFORMANCE IN MARKETING OF A COMPANY'S PRODUCT (A CASE STUDY OF UNLIEVER NIGEIRA PLC),	₦3000
519	ASSESSING THE EFFECT OF RELATIONSHIP MARKETING ON CORPORATE PERFORMANCE IN SMALL BUSINESS ENTERPRISES.	₦3000

#	Product Name	Price
520	THE ROLE OF SALES PROMOTION ON CONSUMER BEHAVIOUR IN THE BEVERAGE INDUSTRY (A CASE STUDY OF NIGERIA BOTTLING COMPANY PLC)	₦3000
521	THE PROBLEMS AND PROSPECTS OF DISTRIBUTING PAINTS IN NIGERIA (A CASE STUDY OF BERGER PAINT NIGERIA PLC)	₦3000
522	THE INFLUENCE OF SALE PROMOTION ON EMPLOYEES PERFORMANCE IN AN ORGANIZATION (A CASE STUDIES OF SOME BANKS)	₦3000
523	THE IMPACT OF RETAILING ON THE MARKETING OF FAST MOVING CONSUMER GOODS (A CASE STUDY OF CHI RETAIL FARMSHOP)	₦3000
524	THE IMPACT OF PROMOTIONAL MIX ON SALES PERFORMANCE (A CASE STUDY OF GUILDER BREWED BY NIGERIAN BREWERIES PLC)	₦3000
525	THE IMPACT OF MARKETING STRATEGY ON PROFITABILITY OF CONFECTIONERY PRODUCT IN NIGERIA (A CASE STUDY OF O.K FOODS NIGERIA LIMITED)	₦3000
526	THE IMPACT OF MARKETING STRATEGIES ON THE PERFORMANCE OF SMALL SCALE ENTERPRISES IN SHOMOLU LOCAL GOVERNMENT AREA LAGOS STATE	₦3000
527	THE IMPACT OF MARKETING ORIENTATION ON SMALL SCALE INDUSTRY IN NIGERIA (A CASE STUDY OF NIGERIAN ECONOMY)	₦3000
528	THE IMPACT OF INTENSIVE DISTRIBUTION STRATEGY ON MARKETING OF CONSUMER GOODS (A CASE STUDY OF DOTMALL NIGERIA LIMITED)	₦3000
529	THE IMPACT OF CONFLICT MANAGEMENT ON ORGANISATION EFFECTIVENESS (A CASE STUDY OF GUARANTY TRUST BANK PLC)	₦3000
530	SURVIVAL STRATEGIES IN SMALL BUSINESS (A CASE STUDY OF SOME SELECTED SMALL SCALE INDUSTRIES IN LAGOS STATE)	₦3000
531	PROMOTIONAL STRATEGIES AS TOOL FOR IMPROVING MARKETING MANAGEMENT IN NIGERIA {A CASE STUDY OF NIGER INSURANCE PLC}	₦3000
532	PROBLEMS AND PROSPECTS OF SMALL-SCALE INDUSTRIES IN NIGERIA	₦3000
533	EFFECTIVE CHANNELS OF DISTRIBUTION IN PRODUCT MARKET SHARE DEVELOPMENT IN ENHANCING ORGANISATIONAL PERFORMANCE (A CASE STUDY OF LISABI MILLS LTD)	₦3000
534	EFFECT OF MARKET SEGMENTATION ON PERFORMANCE OF BREWERY INDUSTRY (A CASE STUDY OF GUINNESS NIGERIA PLC AND NIGERIA BREWERY PLC.)	₦3000
535	ACHIEVING CUSTOMER SATISFACTION IN A MULTINATIONAL COMPANY (A STUDY OF NIGERIAN BOTTLING COMPANY PLC)	₦3000
536	AN APPRAISAL OF THE PROMOTIONAL STRATEGIES OF SOFT DRINKS INDUSTRY IN NIGERIA (A CASE STUDY OF NIGERIA BOTTLING COMPANY PLC)	₦3000
537	ADVERTISING AS COMPLIMENTARY TOOL IN MARKETING OF ALUMINUM KITCHEN WARE (A CASE STUDY OF TOWER ALUMINUM)	₦3000
538	A STUDY OF EFFECTIVE DISTRIBUTION CHANNEL, ITS EVALUATION AND IMPORTANCE ON MANUFACTURING GOODS	₦3000
539	THE IMPACT OF SOCIAL RESPONSIBILITY ON ORGANISATIONAL IMAGE (A CASE STUDY OF CADBURY NIGERIA PLC)	₦3000
540	THE EFFECTS OF PROMOTIONAL TOOLS ON SALES VOLUME IN A MANUFACTURING INDUSTRY (A CASE STUDY OF PROMASIDOR NIGERIA LIMITED, LAGOS.)	₦3000
541	THE EFFECTIVENESS OF CHANNEL OF DISTRIBUTION IN THE SOFT DRINK INDUSTRIES (A STUDY OF NIGERIA BOTTLING COMPANY PLC)	₦3000
542	THE EFFECT OF PRODUCT QUALITY CONTROL ON CUSTOMER'S SATISFACTION (A CASE STUDY OF CADBURY NIG. PLC)	₦3000
543	THE CONTRIBUTION OF MARKETING RESEARCH FOR NEW PRODUCT DEVELOPMENT (A CASE STUDY OF NIGERIAN BOTTLING COMPANY PLC)	₦3000
544	STRATEGIC PLANNING AS A TOOL FOR CORPORATE SURVIVAL (A CASE STUDY OF CADBURY NIG. PLC)	₦3000
545	PACKAGING AS A TOOL OF ACHIEVING HIGHER PROFITABILITY IN A MANUFACTURING COMPANY (A STUDY OF NIGERIA BOTTLING COMPANY)	₦3000
546	MARKET ORIENTATION AND COMPANY PERFORMANCE (A CASE STUDY OF FRIGOGLOSS COMPANY NIGERIA LTD.)	₦3000
547	INTEGRATED MARKETING COMMUNICATION AND ITS EFFECTS ON SALES VOLUME (A CASE STUDY OF DE - UNITED FOOD INDUSTRIES PLC)	₦3000
548	IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON ORGANIZATIONAL PERFORMANCE (A CASE OF NIGERIA BOTTLING COMPANY PLC)	₦3000
549	EVALUATING CUSTOMER SERVICE AS AN ASPECT OF QUALITY MANAGEMENT (A CASE STUDY OF UNILEVER NIGERIA PLC)	₦3000
550	EFFECTS OF PRODUCT PACKAGING ON SALES VOLUME IN THE DAIRY INDUSTRY (A STUDY OF WAMCO NIG. PLC)	₦3000
551	EFFECTS OF ENVIRONMENTAL FACTORS ON BUSINESS LOCATION (A CASE STUDY OF CADBURY NIGERIA PLC)	₦3000
552	EFFECTS OF CORPORATE SOCIAL RESPONSIBILITY ON PROFITABILITY AND CORPORATE IMAGE OF A PRIVATE ORGANIZATION "A SURVEY OF SOME MANUFACTURING FIRMS IN NIGERIA"	₦3000

#	Product Name	Price
553	EFFECT OF PHYSICAL DISTRIBUTION ON ORGANISATIONAL PERFORMANCE (A STUDY OF AGRO MARKETING FIRMS IN LAGOS STATE)	₦3000
554	EFFECT OF MARKET SEGMENTATION ON PERFORMANCE OF BREWERY INDUSTRY (CASE STUDIES OF GUINNESS NIGERIA PLC AND. NIGERIAN BREWERIES PLC)	₦3000
555	EFFECT OF FORWARD INTEGRATION ON MANUFACTURING INDUSTRY PERFORMANCE (A STUDY OF CADBURY NIGERIA PLC)	₦3000
556	CUSTOMER SATISFACTION AND LOYALTY IN LOGISTICS SERVICES (A CASE STUDY OF DHL EXPRESS, LAGOS)	₦3000
557	BRAND STRATEGY AS AN EFFECTIVE TOOL FOR CORPORATE IDENTITY (A STUDY OF ZENITH BANK PLC.)	₦5000
558	BRAND DIFFERENTIATION AND POSITIONING FOR MAXIMUM COMPETITIVE ADVANTAGE (A STUDY OF DANGOTE NOODLES)	₦3000