

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

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35	EFFECT OF ADVERTISING ON CONSUMER BRAND PREFERENCE FOR SELECTED NOODLE PRODUCTS IN ABIA STATE, NIGERIA	\$20
36	EFFECT OF RELATIONSHIP MARKETING PRACTICE ON BANK PERFORMANCE (A STUDY OF MOUAU MICROFINANCE BANK)	\$20
37	THE ROLE OF PERSONAL SELLING AND ADVERTISEMENTS ON THE DIFFUSION OF BANKS PRODUCTS (A STUDY OF FIRST BANK PLC)	\$20
38	EFFECT OF CUSTOMER RELATIONSHIP MARKETING ON CUSTOMER SATISFACTION IN FAST FOOD INDUSTRIES IN ABIA STATE	\$20
39	IMPACT OF CUSTOMER RELATIONSHIP MARKETING ON BANK GROWTH (A STUDY OF UBA & ZENITH BANK)	\$20
40	IMPACT OF SALES PROMOTION ON THE MARKETING OF SOFT DRINKS IN NIGERIA (A STUDY 7UP BOTTLING NIGERIA PLC)	\$20
41	EFFECTS OF PACKAGING IN PROMOTING THE MARKETING PERFORMANCE OF BEAUTY CARE PRODUCTS OF PETALS COMPANY	\$20
42	RESPONSE OF CUSTOMERS TO SALES PROMOTION: A STUDY OF SELECTED DEPOSIT MONEY BANKS IN IMO STATE, NIGERIA	\$20
43	EFFECT OF SALES PROMOTION ON THE CONSUMPTION OF MALTA GUINNESS NIGERIA PLC	\$20
44	EVALUATION OF CONSUMER PREFERENCE FOR THE CONSUMPTION OF SELECTED BEER BRANDSIN ABA METROPOLIS, ABIA STATE	\$20
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)	\$20
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)	\$20
47	EFFECT OF REPACKAGING ON CONSUMER BUYING BEHAVIOUR ON COSMETIC PRODUCTS IN ABIA STATE	\$20
48	EFFECT OF PROMOTIONAL STRATEGIES ON CONSUMER PATRONAGE OF CORRUGATED ROOFING SHEET IN ENUGU STATE (A STUDY OF EMENITE NIGERIA LIMITED, ENUGU)	\$20
49	IMPACT OF PHYSICAL DISTRIBUTION ON CUSTOMER SATISFACTION IN SEVEN-UP BOTTLING COMPANY	\$20
50	APPRAISAL OF MARKETING COMMUNICATIONS AS A STRATEGIC TOOL FOR ENHANCING MARKETING PERFORMANCE OF FRUIT DRINKS (A STUDY OF COCACOLA 5-ALIVE JUICE)	\$20
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)	\$20
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)	\$20
53	THE ROLE OF PUBLIC RELATIONS IN IMPROVING THE IMAGE OF TERTIARY INSTITUTION (A STUDY OF MICHAEL OKPARA UNIVERSITY OF AGRICULTURE, UMUDIKE, ABIA STATE)	\$20
54	EFFECTS OF PROMOTION MIX ON THE PROFITABILITY GROWTH OF BREWERIES IN NIGERIA (GUINNESS BREWERIES PLC)	\$20
55	IMPACT OF MARKETING RESEARCH ON NEW PRODUCT DEVELOPMENT (A CASE STUDY OF TONIMAS NIGERIA LIMITED, ABA ABIA STATE)	\$20
56	EFFECT OF SALES PROMOTION ON CONSUMER BRAND LOYALTY (A STUDY OF ORIJIN NON ALCOHOLIC DRINK)	\$20
57	EFFECT OF MARKETING COMMUNICATION ON CUSTOMER PREFERENCE OF SELECTED FASTFOOD FIRMS IN ABIA STATE	\$20
58	EFFECTIVENESS OF MARKETING STRATEGIES ADOPTED BY FAST FOOD RESTAURANT IN UMUAHIA METROPOLIS	\$20
59	EFFECT OF PACKAGING ON THE PURCHASE OF COSMETIC PRODUCTS BY CONSUMERS IN ABA METROPOLIS , ABIA STATE	\$20
60	EFFECT OF PERSONAL SELLING ON THE SALES OF INNOSON TECHNICAL AND INVESTMENT COMPANY	\$20
61	AN EVALUATION OF THE ETHICAL ISSUES IN SALES PROMOTION PRACTICES OF LA-CASERA COMPANY, IN ENUGU METROPOLIS, ENUGU STATE.	\$20
62	PEER GROUP INFLUENCE AND SINGLE LADIES PURCHASE BEHAVIOUR TOWARDS SECOND HAND CLOTHES IN ABA, ABIA STATE.	\$20
63	EFFECTS OF SOCIAL MEDIA ON HEDONIC CONSUMPTION AMONG STUDENTS OF MICHAEL OKPARA UNIVERSITY OF AGRICULTURE, UMUDIKE (MOUAU)	\$20
64	EFFECT OF TRACKING TECHNOLOGY ON CONSUMER SHOPPING HABITS IN RETAIL INDUSTRIES. ABIA STATE, NIGERIA.	\$20
65	AN APPRAISAL OF PROMOTIONAL STRATEGIES OF 7UP COMPANY PLC, ABA METROPOLIS, ABIA STATE.	\$20
66	EFFECT OF CULTURAL BELIEFS AND ETHICAL NORMS ON THE MARKETING OF HEALTHCARE PRODUCTS IN ABIA STATE	\$20
67	EFFECT OF PACKAGING FOR CONSUMER PREFERENCE FOR NOODLES IN UMUAHIA, ABIA STATE	\$20
68	EFFECT OF PRICING POLICY ON MARKETING PERFORMANCE IN THE BEVERAGE INDUSTRY (A STUDY OF UNILEVER NIGERIA PLC)	\$20
69	DETERMINANTS OF UNETHICAL MARKETING BEHAVIOUR AND SALESFORCE ORIENTATION IN FOOD INDUSTRY IN NIGERIA	\$20
70	EFFECT OF SALES PROMOTION ON ORGANIZATIONAL SALES PERFORMANCE (STUDY OF PZ CUSSONS NIGERIA LIMITED)	\$20
71	EFFECT OF PUBLIC RELATIONS PRACTICE ON MARKETING PERFORMANCE OF NESTLE NIGERIA PLC	\$20

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72	EFFECT OF PUBLIC RELATIONS PRACTICE ON MARKETING PERFORMANCE OF NESTLE NIGERIA PLC	\$20
73	EVALUATION OF REGULATORY AGENCIES EFFECTIVENESS IN POSITIONING OF MADE IN NIGERIA GOODS (A STUDY OF RICE PRODUCTION AND MARKETING)	\$20
74	ANALYSIS OF MARKETING ACTIVITIES OF SMALL SCALE BUSINESS ENTERPRISES IN ABIA STATE, NIGERIA	\$20
75	EFFECT OF WASTE MATERIAL RECYCLING IN GREEN MARKETING ACTIVITIES IN THE SOFT DRINK INDUSTRY IN ABA, ABIA STATE	\$20
76	EXAMINATION OF FACTORS THAT MILITATE AGAINST INTRODUCTION OF A NEW PRODUCT IN THE MARKET. (A STUDY OF STARLITE BY NIGERIAN BREWERIES PLC)	\$20
77	ANALYSIS OF PURCHASE BEHAVIOUR OF ADVERTISED AND NON ADVERTISED PRODUCTS AMONG CONSUMERS OF NON ALCOHOLIC DRINK MARKET IN ABIA STATE.	\$20
78	EFFECT OF PHYSICAL ENVIRONMENT ON THE SERVICE PURCHASE BEHAVIOUR IN THE BANKING SECTOR (STUDY OF ECO BANK PLC)	\$20
79	EFFECT OF BRANDING ON THE MARKETING PERFORMANCE OF SELECTED PHARMACEUTICAL PRODUCTS IN UMUAHIA, ABIA STATE	\$20
80	EFFECT OF MARKETING STRATEGIES ON SALES GROWTH IN THE FOOD DRINK INDUSTRY (A STUDY OF CHI-EXOTIC DRINK)	\$20
81	EFFECT OF PRODUCT INNOVATION ON THE PERFORMANCE OF SELECTED SMALL SCALE ENTERPRISE IN ABA, ABIA STATE	\$20
82	EFFECTS OF PHYSICAL DISTRIBUTION MANAGEMENT ON THE MARKETING PERFORMANCE OF NIGERIA BREWERIES PLC	\$20
83	EFFECTS OF SALES PROMOTION ON CUSTOMERS' BRAND LOYALTY OF GSM USERS IN UMUAHIA, ABIA STATE	\$20
84	EFFECT OF ADVERTISING ON SALES PERFORMANCE OF B-LUX PAINT COMPANY IN UMUAHIA ABIA STATE	\$20
85	ACCEPTABILITY RATE OF E-MARKETING PRACTICES AND ENVIRONMENTAL PROBLEMS IN THE SELECTED RURAL AREAS OF ABIA STATE NIGERIA	\$20
86	CUSTOMER SATISFACTION AND PATRONAGE IN SELECTED MONEY DEPOSIT BANKS IN UMUAHIA ABIA STATE, NIGERIA	\$20
87	EFFECT OF SALES PROMOTION ON MARKETING PERFORMANCE OF NIGERIAN BREWERIES	\$20
88	EFFECT OF ADVERTISING MEDIA ON CUSTOMER PATRONAGE FOR BANKING SERVICE (A STUDY OF FIRST CITY MONUMENT BANK PLC)	\$20
89	EFFECTS OF PACKAGING ON THE BUYING BEHAVIOUR OF INSTANT NOODLE CONSUMERS' IN ANAMBRA STATE, NIGERIA	\$20
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)	\$20
91	EFFECT OF SALE PROMOTION ON CUSTOMER BRAND LOYALTY. (A STUDY OF STARLINE NIGERIA LTD)	\$20
92	PLACE OF CONVENTIONAL MARKETING THEORIES AND TECHNIQUES IN TERMS OF PRICING, DISTIRBUTION AND ADVERTISING, IN THE MANAGEMENT OF SMALL SCALE ENTERPRISES IN NIGERIA	\$20
93	EFFECT OF ADVERTISING ON PROFITABILITY OF SELECTED FOOD AND BEVERAGE COMPANY	\$20
94	INTERNET SYSTEM AND DEVELOPMENT OF TRANSPORTATION: STUDY OF SELECTED MANUFACTURING FIRMS IN NIGERIA	\$20
95	PACKAGING AS A DETERMINANT FOR CONSUMER PURCHASE BEHAVIOUR TOWARD PERFUMES (A STUDY OF STARLINE NIGERIA LIMITED ABA, ABIA STATE)	\$20
96	CONSUMER PROTECTION IN THE SERVICE INDUSTRY (A STUDY OF UNITED BANK FOR AFRICA)	\$20
97	WORLDWIDE STANDARDIZATION OF PRODUCTS BY MULTINATIONAL AND GLOBAL ORGANISATIONS (A STUDY OF UNILEVER NIGERIA PLC)	\$20
98	PENETRATION PRICING STRATEGY AS TOOL FOR EFFECTIVE MARKETING OF PHARMACEUTICAL PRODUCTS IN NIGERIA (A STUDY OF JUHEL PHARMACEUTICAL LIMITED)	\$20
99	PENETRATION PRICING STRATEGY AS TOOL FOR EFFECTIVE MARKETING OF PHARMACEUTICAL PRODUCTS IN NIGERIA (A STUDY OF JUHEL PHARMACEUTICAL LIMITED)	\$20
100	DETERMINANTS OF SALES VOLUME AND PROFIT AMONG LIVESTOCK FEEDSTUFF DEALERS IN ABIA STATE NIGERIA	\$20
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	\$20
102	ACCESSING THE IMPACT OF CONSUMER PREFERENCE FOR THE CONSUMPTION OF LOCALLY PRODUCED RICE IN ABIA STATE, NIGERIA.	\$20
103	CUSTOMER SERVICE AS A DETERMINANT TO CUSTOMER SATISFACTION OF SELECTED COMMERCIAL BANK (A STUDY OF FIRST BANK, ACCESS BANK AND ECO BANK)	\$20
104	EFFECT OF PRODUCT PACKAGING ON CONSUMER PATRONAGE OF TOOTH PASTE USERS IN UMUAHIA ABIA STATE.	\$20
105	MARKETING PERFORMANCE MEASUREMENT IN THE SERVICE INDUSTRY IN NIGERIA (A STUDY OF MTN AND GLO)	\$20

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106	BRAND EQUITY AND MARKETING PERFORMANCE OF TOOTHPASTE PRODUCT IN UMUAHIA NORTH METROPOLIS, ABIA STATE NIGERIA.	\$20
107	MARKETING RESEARCH AS A STRATEGIC TOOL FOR ACHIEVING ORGANIZATIONAL SALES OBJECTIVES IN THE MANUFACTURING INDUSTRY (A STUDY OF UNILEVER NIGERIA PLC)	\$20
108	IMPACT OF MOBILE MARKETING ON ONLINE CONSUMERS' PATRONAGE (A STUDY OF JUMIA ABIA STATE, NIGERIA)	\$20
109	ANALYZING PROMOTIONAL STRATEGIES FOR ROAD TRANSPORTATION SERVICES: (A STUDY OF ABC TRANSPORT SERVICES UMUAHIA METROPOLIS IN ABIA STATE)	\$20
110	IMPACT OF MARKETING RESEARCH ON THE ADOPTION OF NEW PRODUCT (A STUDY OF TONIMAS NIGERIA LTD, ABA, ABIA STATE)	\$20
111	EFFECT OF INFORMATION TECHNOLOGY ON THE DEVELOPMENT OF EFFECTIVE MARKETING STRATEGIES IN THE BANKING INDUSTRY (A STUDY OF ZENITH BANK PLC)	\$20
112	CASHLESS POLICY AND CONSUMERS ACCEPTABILITY (A CASE STUDY OF UMUAHIA METROPOLIS)	\$20
113	IMPACT OF ADVERTISING ON SALES VOLUME OF A COMPETITIVE PRODUCT (A STUDY OF INDOMIE NOODLES)	\$20
114	IMPACT OF SALESFORCE WELFARE ON MARKETING PRODUCTIVITY OF SELECTED PRIVATE FIRMS IN ABA, ABIA STATE	\$20
115	EFFECTS OF ADVERTISING ON THE PURCHASE OF NOODLES IN ABA, ABIA STATE, NIGERIA (A STUDY OF INDOMIE NOODLES)	\$20
116	EMPIRICAL ANALYSIS OF PROFITABILITY AND MARKETING EFFICIENCY OF PORK: EVIDENCE FROM ABIA STATE	\$20
117	ASSESSING SALES FORCE MOTIVATION AS A PANACEA FOR IMPROVED PERFORMANCE IN MANUFACTURING INDUSTRY. (CASE STUDY OF PZ CUSSENS PLC)	\$20
118	BEHAVIOURAL MODEL ON THE ADOPTION OF ICT IN THE E-WALLET PROGRAMME FOR FARMERS BY THE FEDERAL GOVERNMENT	\$20
119	EFFECTS OF ONLINE ADVERTISEMENT ON CONSUMER BUYING BEHAVIOURS A CASE STUDY OF KONGA ONLINE SHOP (WWW.KONGA.COM)	\$20
120	IMPACT OF PRICING STRATEGIES ON CONSUMER PURCHASE BEHAVIOUR (A CASE STUDY OF AIRTEL AND ETISALAT)	\$20
121	EFFECT OF PRODUCT PACKAGING ON CONSUMER PATRONAGE OF TOOTHPASTE IN IKWUANO LOCAL GOVERNMENT AREA, ABIA STATE, NIGERIA.	\$20
122	ASSESSMENT OF THE RELATIONSHIP BETWEEN SALES PROMOTION STRATEGY AND MARKETING PERFORMANCE (A STUDY OF NESTLE NIGERIA PLC)	\$20
123	THE IMPACT OF ADVERTISING ON CONSUMER BUYING BEHAVIOUR (A STUDY OF OMO DETERGENT)	\$20
124	EVALUATION OF ENVIRONMENTAL MARKETING CONCEPT IN THE OIL AND GAS INDUSTRY IN NIGERIA (A STUDY OF OANDO PLC)	\$20
125	EFFECT OF TEST MARKETING ON NEW PRODUCT PERFORMANCE (A STUDY OF 7UP BOTTLING COMPANY PLC)	\$20
126	DETERMINANTS OF MARKET ACCESS TO LIQUEFIED PETROLEUM GAS (LPG) AMONG URBAN HOUSEHOLDS IN ABIA STATE, NIGERIA	\$20
127	CONSUMER BRAND PREFERENCE AND THE PURCHASE OF BEVERAGES (STUDY OF MILO IN UMUAHIA NORTH)	\$20
128	DETERMINANTS OF CUSTOMER SATISFACTION AND LOYALTY AMONG BAKERY PRODUCTS IN ABIA STATE. NIGERIA	\$20
129	EFFECT OF MARKETING ON TOURISM DEVELOPMENT IN ABIA (A STUDY OF SELECTED TOURISM POTENTIALS IN ABIA STATE NIGERIA)	\$20
130	APPLICATION OF PUBLIC RELATIONS TOOLS FOR CORPORATE GROWTH (A STUDY OF NIGERIA BOTTLING COMPANY)	\$20
131	ANALYSIS OF ENERGY CONSUMPTION EXPENDITURE AND CONSUMER ADOPTION OF ENERGY SAVING BULBS IN UMUAHIA, ABIA STATE, NIGERIA	\$20
132	THE EFFECT OF MARKETING IMPLICATION OF PRODUCT LIFE CYCLE MANAGEMENT IN UNILEVER NIGERIA LIMITED	\$20
133	THE INFLUENCE OF PACKAGING ON THE PURCHASE OF COSMETICS PRODUCTS IN ENUGU	\$20
134	EVALUATION OF PRICING STRATEGY AS A SURVIVAL TOOL IN THE MARKETING OF DRINKS (A STUDY OF NIGERIAN BREWERIES PLC)	\$20
135	INFLUENCE OF SALES PROMOTION ON CONSUMER BRAND LOYALTY OF ALCOHOLIC BEVERAGES IN RIVERS STATE WITH SPECIFIC INTEREST IN PORT HARCOURT	\$20
136	EVALUATION OF STRATEGIC MARKETING AS AN INSTRUMENT TO ENHANCE ORGANIZATIONAL PERFORMANCE	\$20
137	DETERMINANT OF HAIR CREAM BRANDS AMONG HOUSEHOLDS IN ABIA STATE, NIGERIA.	\$20
138	THE ROLE OF PHYSICAL DISTRIBUTION CHANNEL ON MARKETING PERFORMANCE OF AGRICULTURAL PRODUCE IN ABOH MBAISE L.G.A. OF IMO STATE	\$20
139	EFFECTIVENESS OF PERSONAL SELLING STRATEGIES IN MARKETING OF TABLE WATER AND JUICE DRINKS IN ABIA STATE, NIGERIA	\$20
140	IMPACT OF CUSTOMER RELATIONSHIP MARKETING ON BANK GROWTH: (A STUDY OF UBA & ZENITH BANK)	\$20

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141	A COMPARATIVE STUDY OF THE EFFECTIVENESS OF MARKETING COMMUNICATION IN ROAD TRANSPORTATION INDUSTRY	\$20
142	THE EFFECT OF BUYING BEHAVIOUR ON PURCHASE DECISION OF CONSUMERS ON CONVENIENCE GOODS IN ENUGU METROPOLIS.	\$20
143	EFFECT OF BRANDING ON CONSUMER PATRONAGE OF DIFFERENT BRANDS OF BEER IN UMUAHIA METROPOLIS	\$20
144	THE ROLE OF PACKAGING ON THE MARKETING PERFORMANCE OF A MANUFACTURING FIRM, USING A CASE STUDY (PZ NIG. PLC)	\$20
145	THE IMPACT OF PRICING POLICIES ON THE PURCHASING AND CONSUMPTION OF ALCOHOLIC DRINKS (A STUDY OF NIGERIA BREWERIES PLC ABA)	\$20
146	INFLUENCE ON ADVERTISEMENT ON CONSUMER BEHAVIOUR A STUDY OF OVALTINE BEVERAGE IN UMUAHIA METROPOLIS, ABIA STATE NIGERIA	\$20
147	IMPACT OF PHYSICAL DISTRIBUTION CHANNELS IN THE MARKETING OF AGRICULTURAL PRODUCTS IN OBOWO L.G.A, IMO STATE	\$20
148	APPLICATION OF MARKETING STRATEGIES FOR IMPROVING PERFORMANCE OF SELECTED MONEY-DEPOSIT BANKS IN IMO STATE NIGERIA	\$20
149	EVALUATION OF STRATEGIC MARKETING AS AN INSTRUMENT FOR ENHANCING ORGANIZATIONAL PERFORMANCE. (A STUDY OF SELECTED FIRMS IN ABIA STATE. NIGERIA)	\$20
150	INFLUENCE OF STORAGE TECHNIQUES ON THE MANAGEMENT OF POST-HARVEST LOSSES OF MAIZE FARMERS IN ABIA STATE, NIGERIA	\$20
151	ANALYSIS OF ONLINE BUSINESS AND PATRONAGE AMONG MICHAEL OKPARA UNIVERSITY STAFF THE CASE OF JUMIA ONLINE COMPANY	\$20
152	PRICING STRATEGIES AND MARKETING PERFORMANCE OF SELECTED MOBILE PHONE OPERATORS (A STUDY OF GLO NIGERIAN LIMITED)	\$20
153	USE OF PUBLIC RELATION STRATEGIES TO FIGHT AGAINST THE SCOURGE HIV/AIDS (A STUDY OF ABIA STATE ACTION COMMITTEE ON AIDS; ABSACA)	\$20
154	MARKETING RESEARCH AS A TOOL FOR INCREASED PROFITABILITY IN SOFT DRINK INDUSTRY, (A STUDY OF NIGERIAN BOTTLING COMPANY PLC. OWERRI)	\$20
155	EVALUATION OF LOGISTICS CHALLENGES OF MANUFACTURERS OF CONSUMER GOODS (A STUDY OF 7UP BOTTLING COMPANY PLC ABA)	\$20
156	IMPACT OF INFORMATION AND COMMUNICATION AS A STRATEGY FOR ENHANCING ORGANIZATIONAL PERFORMANCE	\$20
157	IMPACT OF MARKETING STRATEGY OF TELECOMMUNICATION NETWORK PROVIDERS ON SERVICE CONSUMPTION BEHAVIOUR OF AGRO INDUSTRY ENTREPRENEURS IN ABIA STATE, NIGERIA.	\$20
158	EFFECTS OF SALES PROMOTION ON MARKET PERFORMANCE OF PZ NIGERIA PLC, ABA ABIA STATE	\$20
159	DETERMINANTS OF CUSTOMER'S SATISFACTION IN THE TOURISM INDUSTRY (A STUDY OF AWHUM WATER FALL, ENUGU STATE)	\$20
160	EFFECT OF PRICING STRATEGIES ON THE PERFORMANCE OF MANUFACTURING FIRM IN ABIA STATE, NIGERIA (A STUDY OF PZ ABA, ABIA STATE)	\$20
161	EFFECT OF PRICING STRATEGIES ON THE PERFORMANCE OF MANUFACTURING FIRM IN ABIA STATE, NIGERIA (A STUDY OF PZ ABA, ABIA STATE)	\$20
162	EFFECTS OF FUEL SUBSIDY REMOVAL ON ROAD TRANSPORT FARE IN UMUAHIA, NIGERIA (STUDY OF SELECTED TRANSPORT CUSTOMER)	\$20
163	EFFECT OF MARKET SEGMENTATION ON SALES TURNOVER OF MADE IN NIGERIA GOODS IN ABA, ABIA STATE	\$20
164	EFFECT OF ADVERTISING ON CHANGING CONSUMER BEHAVIOUR (A STUDY OF FIRST BANK NIGERIA PLC)	\$20
165	IMPACT OF SALES PROMOTION ON ORGANIZATIONAL EFFECTIVENESS IN NIGERIA MANUFACTURING INDUSTRY; A STUDY OF NESTLE NIGERIA PLC	\$20
166	AN EVALUATION OF CONSUMER ATTITUDES TOWARDS NIGERIAN AND FOREIGN MADE GOODS IN THE FOOD SUPPLEMENT MARKET. (A CASE STUDY OF ENUGU METROPOLIS)	\$20
167	DETERMINANT OF CONSUMERS' PERCEPTION AND PREFERENCE TOWARDS LOCALLY MADE LADIES LEATHER BAGS IN ABA MAIN MARKET, ABIA STATE	\$20
168	AN EVALUATION OF CONSUMER ATTITUDES TOWARDS NIGERIAN AND FOREIGN MADE GOODS IN THE FOOD SUPPLEMENT MARKET. (A CASE STUDY OF ENUGU METROPOLIS)	\$20
169	EVALUATION OF ADVERTISING AS A DETERMINATION OF CUSTOMER PATRONAGE OF 7UP BOTTLING COMPANY ABA, ABIA STATE.	\$20
170	CHALLENGES TO THE PRACTICE OF MARKETING CONCEPT IN NIGERIA (STUDY OF SELECTED FIRMS IN THE TELECOMMUNICATION INDUSTRY IN NIGERIA)	\$20
171	EVALUATION OF THE ACCEPTANCE RATE OF E-MARKETING PRACTICES IN NIGERIA (A CASE STUDY OF SELECTED URBAN AREAS IN SOUTH EAST IN NIGERIA)	\$20

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172	AN EVALUATION OF MARKETING CONCEPT AND PROFITABILITY OF SOME SELECTED FINANCIAL FIRMS IN ABA, ABIA STATE	\$20
173	CONSUMER PERCEPTION OF SALES PROMOTION IN THE MARKETING OF TELECOMMUNICATION SERVICES IN NIGERIA	\$20
174	APPRAISAL OF PRODUCT PERFORMANCE OF BREWERY INDUSTRY (A STUDY OF NIGERIA BREWERY PLC, ENUGU STATE)	\$20
175	APPRAISAL OF PRODUCT PERFORMANCE OF BREWERY INDUSTRY (A STUDY OF NIGERIA BREWERY PLC, ENUGU STATE)	\$20
176	ANALYSIS OF CONSUMERS ATTITUDE TOWARDS MADE IN NIGERIA FURNITURE AMONG HOUSEHOLD IN EHIMIRI HOUSING ESTATE	\$20
177	THE ROLE OF ADVERTISING ON SUPERMARKET BUSINESS IN UMUAHIA METROPOLIS (A STUDY OF CAPITAL SUPERMARKET UMUAHIA ABIA STATE)	\$20
178	IMPACT OF MARKETING ON THE SALES OF AGRICULTURAL PRODUCE (RICE) IN ENUGU METROPOLIS	\$20
179	INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND PREFERENCE IN THE TELECOMMUNICATIONS INDUSTRY A STUDY OF MTN NIGERIA UMUAHIA ABIA STATE, NIGERIA	\$20
180	PACKAGING INFLUENCE ON CONSUMER PURCHASE BEHAVIOUR OF AUTOMOBILE OIL BRAND (A CASE STUDY OF ABA METROPOLIS)	\$20
181	EFFECT OF SALES PROMOTION ON PURCHASING BEHAVIOUR OF CONSUMERS OF COCA-COLA PRODUCTS IN UMUAHIA METROPOLIS	\$20
182	EFFECTS OF DIVERSIFICATION STRATEGY ON MARKETING PERFORMANCE OF POULTRY ENTERPRISES IN ABIA STATE, NIGERIA.	\$20
183	EFFECT OF ADVERTISING ON CUSTOMERS PATRONAGE OF FIRMS (NIGERIA BOTTLING COMPANY AND 7UP NIG PLC IN ABA, ABIA STATE)	\$20
184	EFFECT OF INNOVATION DEVELOPMENT ON CONSUMER PATRONAGE OF FLOUR-BASED PRODUCTS IN ABIA STATE, NIGERIA	\$20
185	EFFECT OF QUALITY SERVICE DELIVERY IN ENHANCING CUSTOMER'S SATISFACTION AMONG MTN USERS IN ABIA STATE, NIGERIA	\$20
186	ANALYSIS OF EFFECT OF BRANDING ON CONSUMER PATRONAGE IN THE BEER MARKET; A STUDY OF NIGERIA BREWERIES, ENUGU, ENUGU STATE.	\$20
187	EFFECT OF MARKETING CONCEPT ON CUSTOMER SATISFACTIONS IN NIGERIAN FINANCIAL INSTITUTION (A STUDY OF DIAMOND BANK PLC UMUAHIA, ABIA STATE NIGERIA.)	\$20
188	THE PLACE OF MARKETING IN FINANAICAL INTERMEDIATION (STUDY OF SELECTED DEPOSIT MONEY BANKS IN NIGERIA)	\$20
189	EFFECT OF RELATIONSHIP MARKETING ON MARKETING PERFORMANCE OF SELECTED LEATHER PRODUCTS MANUFACTURING ENTERPRISES IN ABA, ABIA STATE NIGERIA	\$20
190	EFFECT OF SALES PROMOTION ON CONSUMER PURCHASE BEHAVIOUR (A STUDY OF NIGERIA BOTTLING COMPANY, ABA-ABIA STATE)	\$20
191	EFFECTS OF BRANDING ON CONSUMER PREFERENCE OF CONSUMER GOODS (A STUDY OF PZ NIGERIA PLC))	\$20
192	IMPACT OF PACKAGING ON PRODUCT PATRONAGE IN CONSUMER GOODS MARKET (A STUDY OF MALTINA MARKETED BY NIGERIA BREWERIES PLC, ABA DEPOT)	\$20
193	ROLE OF ELECTRONIC MEDIA IN THE PROMOTION OF NEW PRODUCT IN THE TELECOMMUNICATION MARKET IN ABA (A CASE STUDY OF SELECTED MTN PRODUCT)	\$20
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)	\$20
195	THE IMPACT OF MARKETINGRESEARCH ON PRODUCT PLANNING (A STUDY OF UNILEVER NIGERIA PLC ABA)	\$20
196	EFFECT OF PROMOTIONAL STRATEGIES ON THE PERFORMANCE OF MANUFACTURING FIRMS IN NIGERIA (A STUDY OF PZ CUSSONS PLC, LAGOS).	\$20
197	EFFECT OF SALES PROMOTION ON CUSTOMER PATRONAGE OF TELECOM SERVICES (A STUDY OF GLOBACOM NIGERIA LIMITED)	\$20
198	IMPACT OF MARKETING RESEARCH ON NEW PRODUCT DEVELOPMENT CASE STUDY (NIGERIA BREWERIES ABA)	\$20
199	PRODUCT DISPOSITION ALTERNATIVES IN A DISTRESSED ECONOMY-NIGERIA IN FOCUS	\$20
200	CORPORATE PROFITABILITY ENHANCEMENT BASED ON E - MARKETING PLATFORM	\$20
201	EFFECT OF PACKAGING ON CONSUMER PATRONAGE OF SACLUX PAINT NIGERIA LIMITED UMUAHIA, ABIA STATE	\$20
202	COMPARATIVE ANALYSIS OF CONSUMER PERCEPTION OF ADVERTISED AND NON-ADVERTISED BRANDS IN ABIA STATE, NIGERIA	\$20
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	\$20
204	EVALUATION OF CUSTOMERS SATISFACTION ON ROAD TRANSPORTATION MANAGEMENT (A CASE STUDY OF PEACE MASS TRANSIT, PEACE PARK BY UMUWAYA ROAD, UMUAHIA, ABIA STATE.)	\$20
205	PACKAGING AS A COMPETITIVE TOOL IN MARKETING OF CONSUMER GOODS IN ABIA STATE (A CASE STUDY OF PZ CUSSONS NIG. PZ. ABA)	\$20

#	Product Name	Price
206	DETERMINANTS OF PERFORMANCE AMONG BAKERY INDUSTRIES IN ABA METROPOLIS OF ABIA STATE, NIGERIA	\$20
207	RELEVANCE OF PRICING DECISION ON ACHIEVING RETAIL MARKET GROWTH IN OWERRI METROPOLIS, IMO STATE, NIGERIA.	\$20
208	DETERMINANTS OF MARKETING EFFICIENCY AMONG RESTAURANT OPERATORS IN ABIA STATE, NIGERIA.	\$20
209	EFFECT OF MARKETING RESEARCH ON THE PERFORMANCE OF SMALL SCALE ENTERPRISES IN ABIA STATE	\$20
210	THE APPLICATION OF STATE, NIGERIA. OF MARKETING CONCEPT IN THE AGRICULTURAL SECTOR IN SELECTED FARMS IN IM	\$20
211	EFFECT OF EFFICIENT SALES MANAGEMENT ON THE PERFORMANCE OF FIRMS (A STUDY OF NIGERIAN BREWERIES PLC ENUGU)	\$20
212	EFFECT OF EFFICIENT SALES MANAGEMENT ON THE PERFORMANCE OF FIRMS (A STUDY OF NIGERIAN BREWERIES PLC ENUGU)	\$20
213	EFFECT OF PRODUCT BRANDING ON CONSUMER PREFERENCE IN THE COSMETIC INDUSTRY (A STUDY OF PZ CUSSONS NIGERIA PLC ABA, ABIA STATE)	\$20
214	DETERMINANTS OF PURCHASE BEHAVIOUR AND CONSUMPTION PATTERNS FOR TOILETRIES AMONG HOUSEHOLDS IN RIVERS STATE NIGERIA	\$20
215	CUSTOMER RELATIONSHIP MARKETING AND MARKETING PERFORMANCE IN SUPER MARKET IN PORT HARCOURT	\$20
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).	\$20
217	SOCIO-ECONOMIC DETERMINANT OF CONSUMER CHOICE ON FOREIGN MADE LEATHER AMONG HOUSEHOLD IN URBAN AREAS OF ABIA STATE, NIGERIA	\$20
218	STRATEGIES FOR ENHANCE INDUSTRIAL MARKETING EFFICIENCY, TECHNOLOGY BASED APPROACH (A CASE STUDY OF SACLUX PAINT LIMITED)	\$20
219	EFFECT OF CORPORATE SOCIAL RESPONSIBILITY ON PROFIT PERFORMANCE OF SELECTED COMPANIES IN ABIA STATE (A CASE STUDY OF PZ AND UNILEVER NIGERIA PLC)	\$20
220	PRICING STRATEGY AND ITS EFFECT ON SALES PERFORMANCE A STUDY OF CHEMLAP NIGERIA LIMITED, ABA.	\$20
221	THE CAUSES OF PRODUCT FAILURE IN NIGERIAN MARKET (A CASE STUDY OF GULDER-MAX)	\$20
222	APPLICATION OF MARKETING CONCEPT AND GROWTH OF COMMUNICATION RETAIL ENTERPRISE (A STUDY OF SELECTED RETAILERS IN ABA)	\$20
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.)	\$20
224	THE EFFECT OF BRANDING ON CONSUMER PATRONAGE OF TOILET SOAP (A STUDY OF PZ CUSSONS NIGERIA PLC ABA ABIA STATE)	\$20
225	EFFECT OF PRODUCT BRANDING ON CONSUMER PREFERENCE IN THE COSMETIC INDUSTRY (A STUDY OF PZ CUSSONS NIGERIA PLC ABA, ABIA STATE)	\$20
226	DETERMINANTS OF PURCHASE BEHAVIOUR AND CONSUMPTION PATTERNS FOR TOILETRIES AMONG HOUSEHOLDS IN RIVERS STATE NIGERIA	\$20
227	CUSTOMER RELATIONSHIP MARKETING AND MARKETING PERFORMANCE IN SUPER MARKET IN PORT HARCOURT	\$20
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).	\$20
229	ANALYSIS OF COSTS AND RETURNS OF BEEF MARKETING IN Umuahia METROPOLIS – ABIA STATE.	\$20
230	IMPLICATIONS OF CUSTOMER SERVICE ON CUSTOMER LOYALTY IN THE NIGERIAN BANKING INDUSTRY. (A CASE OF FIRST BANK NIGERIA PLC, Umuahia, ABIA STATE)	\$20
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	\$20
232	ANALYSIS OF POULTRY AND POULTRY PRODUCTS MARKETING CHAIN IN ABIA STATE NIGERIA	\$20
233	EFFECT OF PROMOTION MIX STRATEGY ON THE PERFORMANCE OF MOBILE TELECOMMUNICATION NETWORK Umuahia ABIA STATE	\$20
234	EFFECT AND SOCIO- ECONOMIC CHARACTERISTICS OF THE PURCHASE OF SENSODYNE TOOTHPASTE IN ABA METROPOLIS OF ABIA – STATE NIGERIA.	\$20
235	EVALUATION OF THE EFFECT OF MULTI-DISTRIBUTION CHANNEL ON MARKET PENETRATION STRATEGY OF FIRMS	\$20
236	THE CONSTRAINT OF PERFORMANCE, EVALUATION, AND CONTROL OF SALES FORCE IN NIGERIA (A CASE STUDY OF DANA PHARMACEUTICAL PRIVATE LIMITED COMPANY)	\$20
237	SALES PROMOTION AS A DETERMINANT OF MARKET PERFORMANCE (A CASE OF EMILY MILLIONAIRE COSMETICS INDUSTRY) IN ABA, ABIA STATE.	\$20

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238	EFFECT OF ADVERTISING ON THE SELECTION OF GSM SERVICE PROVIDER IN ABIA STATE, NIGERIA	\$20
239	ELECTRONIC MARKETING AND BUSINESS PERFORMANCE IN SELECTED RETAIL OUTLETS IN PORT HARCOURT	\$20
240	THE EFFECTS OF ADVERTISING ON CONSUMER BRAND PREFERENCE FOR BEVERAGES IN ABIA STATE.	\$20
241	ANALYSIS OF MARKETING RESEARCH, PLANNING AND CONTROL FOR COMPANY GROWTH IN A COMPETITIVE ECONOMY	\$20
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)	\$20
243	AN EMPIRICAL STUDY OF THE EFFECTS OF RELATIONSHIP MARKETING ON BANKS PERFORMANCE IN ABA, ABIA STATE NIGERIA.	\$20
244	DETERMINANTS OF CONSUMER PREFERENCE FOR PROTEIN SOURCES IN ABIA STATE, NIGERIA	\$20
245	ANALYSIS OF MARKET ACCESS, VALUE CHAIN AND MARKETING OF BEEF IN ABIA STATE, NIGERIA.	\$20
246	THE EFFECT OF BRANDING AND TRADEMARK ON SALES VOLUME OF COCA-COLA DRINKS (A STUDY OF NIGERIA BOTTLING COMPANY, OWERRI)	\$20
247	DETERMINANT OF CONSUMER PATRONAGE BEHAVIOUR ON FAST FOOD JOINTS IN OWERRI METROPOLIS AREA.	\$20
248	ANALYSIS OF CUSTOMER SATISFACTION AMONG CONSUMERS OF NON ALCOHOLIC BEVERAGE FIRM IN UMUAHIA METROPOLIS IN ABIA STATE, NIGERIA.	\$20
249	EFFECT OF CRITICAL INCIDENT ON BRAND SWITCHING: BANKING SECTOR REVIEW	\$20
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	\$20
251	ANALYSIS OF LOGISTIC PROBLEMS IN A MANUFACTURING INDUSTRY, A CASE STUDY OF CHAMPION BREWERY, UYO	\$20
252	EFFECT OF MOTIVATION ON STAFF PERFORMANCE IN THE BANKING INDUSTRY	\$20
253	ASSESSING CONSUMER PREFERENCE PATTERN IN THE PATRONAGE OF MOBILE TELECOMMUNICATION SERVICE PROVIDER IN UMUAHIA, ABIA STATE.	\$20
254	EVALUATION OF DISTRIBUTION CHANNEL OF CONSUMER GOODS (CASE STUDY OF NESTLE PLC, PORT HARCOURT)	\$20
255	THE INFLUENCE OF ADVERTISING ON THE CONSUMPTION OF INSTANCE NOODLES IN UMUAHIA, ABIA STATE, NIGERIA.	\$20
256	SOCIAL MEDIA MARKETING AND MARKETING PERFORMANCE OF SELECTED ENTREPRENEURS IN ABIA STATE, NIGERIA	\$20
257	THE EFFECT OF PRICING ON THE RETAIL MANAGEMENT (A STUDY OF SELECTED SUPERMARKETS IN ABA)	\$20
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.	\$20
259	THE CULTURAL INFLUENCE ON BUYING BEHAVIOUR OF CONSUMER GOODS IN ENUGU METROPOLIS	\$20
260	THE STRATEGIC FACTORS AFFECTING THE MARKET PERFORMANCE OF SMALL SCALE BUSINESS ENTERPRISES IN UMUAHIA, ABIA STATE.	\$20
261	THE EFFECT OF PRODUCT PACKAGING ON CONSUMER PREFERENCE, A STUDY OF CADBURY NIGERIA PLC.	\$20
262	THE EFFECT OF ADVERTISING ENDORSEMENT ON CONSUMER PREFERENCE FOR NIGERIA PRODUCTS IN ABIA STATE	\$20
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)	\$20
264	CUSTOMER BRAND PREFERENCE OF DIFFERENT BRANDS OF CEMENT (STUDY OF CEMENT USERS IN ABIA STATE)	\$20
265	ROLE OF PACKAGING ON CONSUMER GOODS MARKETING (A STUDY OF NESTLE NIGERIA PLC)	\$20
266	THE EFFECT OF PRODUCT MODIFICATION ON THE MARKET PERFORMANCE OF SOFT DRINKS PRODUCT (A STUDY OF SEVEN-UP BOTTLING COMPANY)	\$20
267	THE EFFECT OF SALES PROMOTION ON PROFITABILITY IN THE BREWING INDUSTRY WITH SPECIAL REFERENCE TO NIGERIAN BREWERY PLC.	\$20
268	ANALYSIS OF MARKETING EFFICIENCY ON MARKET PERFORMANCE OF SELECTED TABLE WATER FIRMS IN OWERRI IMO STATE	\$20
269	THE EFFECT OF PUBLIC RELATIONS PRACTICE ON THE MARKET PERFORMANCE OF THE PETROLEUM DOWNSTREAM SECTOR IN NIGERIA (A STUDY OF OANDO NIGERIA PLC)	\$20
270	EFFECT OF PRODUCT MARKET DIVERSIFICATION ON THE MARKET PERFORMANCE OF POULTRY FARMS IN ABIA STATE, NIGERIA	\$20
271	THE IMPACT OF ADVERTISING ON MARKETING PERFORMANCE OF BANKS (A STUDY OF ACCESS BANK NIG. PLC.)	\$20
272	THE EFFECT OF MARKETING COMMUNICATION MIX ON CUSTOMER PATRONAGE OF DEPOSIT MONEY BANKS (A STUDY OF ZENITH BANK PLC.)	\$20
273	THE EFFECT OF SALES PROMOTION ON CUSTOMER PATRONAGE OF BRANDS OF PROMASIDOR LTD	\$20

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274	THE DETERMINANTS OF CUSTOMER SATISFACTION AND LOYALTY AMONG TELECOM USERS IN ABIA STATE	\$20
275	QUALITY OF SERVICE DELIVERY ON CUSTOMER SATISFACTION IN NIGERIAN BANKING INDUSTRY (A STUDY OF FIDELITY BANK PLC)	\$20
276	ANALYSIS OF CONSUMER'S PREFERENCE FOR MOBILE TELECOMMUNICATION ATTRIBUTES IN ABIA STATE.	\$20
277	THE EFFECT OF LOGISTICS MANAGEMENT ON MARKETING PERFORMANCE OF WATER PACKAGING ENTERPRISES IN ABIA STATE NIGERIA.	\$20
278	EFFECT OF PRICING STRATEGIES ON MARKETING PERFORMANCE (A STUDY OF MTN)	\$20
279	THE EFFECT OF QUALITY SERVICE DELIVERY IN ENHANCING MARKETING PERFORMANCE IN THE BANKING INDUSTRY (A STUDY OF ACCESS BANK PLC)	\$20
280	EFFECT OF MARKETING RESEARCH ON THE PERFORMANCE OF SMALL SCALE ENTERPRISES IN ABIA STATE	\$20
281	THE ROLE OF A MANAGER IN SMALL SCALE BUSINESS ORGANIZATION (A CASE STUDY OF BLIO TEX TRADING AND CONSTRUCTION COMPANY)	\$20
282	THE EFFECT OF PACKAGING ON CONSUMER BUYING BEHAVIOR (A STUDY OF EDO PHARMACEUTICAL LIMITED)	\$20
283	THE ROLE OF ORGANIZATIONAL COMMUNICATION IN TERTIARY INSTITUTION OF LEARNING IN NIGERIA	\$20
284	CYBER CRIME IN THE SOCIETY: PROBLEM AND PREVENTION	\$20
285	CONSUMER SATISFACTION AS KEY TO INDUSTRIAL GROWTH AND DEVELOPMENT (A CASE STUDY OF DANGOTE GROUP OF COMPANY NIGERIA PLC)	\$20
286	APPRAISAL OF CONSUMER BEHAVIOUR TOWARDS HOUSEHOLD ITEMS (A CASE STUDY OF LG ELECTRONICS COMPANY)	\$20
287	THE IMPACT OF ONLINE MARKETING ON THE PERFORMANCE OF SMALL AND MEDIUM SCALE ENTERPRISES (SMES) IN NIGERIA (A CASE STUDY OF JUMIA NIGERIA)	\$20
288	A TIME SERIES ANALYSIS OF CUSTOMER ATTENDANCE A STUDY OF SHOPRITE MALL	\$20
289	A STUDY ON THE SOCIAL EFFECT OF ADVERTISING ON THE NIGERIAN STUDENTS	\$20
290	AN ASSESSMENT OF THE MARKETING SEGMENTATION ON PRODUCTION PLANNING IN ORGANIZATION	\$20
291	THE INFLUENCE OF CULTURE ON BUYING BEHAVIOR (A STUDY OF CONSUMERS OF ASO-OKE" PRODUCT IN ILORIN METROPOLIS)	\$20
292	THE INFLUENCE OF BEHAVIOURAL CONCEPT ON CONSUMER BUYING HABIT. (A CASE STUDY OF 7UP BOTTLING COMPANY)	\$20
293	EXAMINED THE IMPACT OF SALE PROMOTION ON MANUFACTURING INDUSTRY (A CASE STUDY OF NIGERIA BAGS MANUFACTURING COMPANY IKEJA LAGOS)	\$20
294	THE IMPACT OF MARKETING RESEARCH ON NEW PRODUCT DEVELOPMENT. (A STUDY OF NIGERIA BOTTLING COMPANY PLC)	\$20
295	THE IMPACT OF MARKETING MIX STRATEGY ON THE GROWTH OF A FIRM (A CASE STUDY OF LUBCON NIGERIA LIMITED, ILORIN)	\$20
296	THE IMPACT OF MARKETING IN SERVICES INDUSTRIES (A CASE STUDY OF UNITED BANK OF AFRICA PLC, ILORIN, KWARA STATE)	\$20
297	THE IMPACT OF MARKETING ACTIVITIES ON THE BANKING SECTOR (A CASE STUDY OF UNITED BANK FOR AFRICA PLC)	\$20
298	THE IMPACT OF INTERNET ADVERTISEMENT ON CONSUMER BEHAVIOUR [A CASE STUDY OF KWARA STATE POLYTECHNIC]	\$20
299	THE IMPACT OF INTERNAL ENVIRONMENT ON MARKETING ORGANIZATION (A CASE STUDY OF SHOPRITE ILORIN)	\$20
300	THE IMPACT OF ADVERTISING IN ENHANCING SALES VOLUME (A CASE STUDY OF NIGERIA BOTTLING COMPANY ILORIN)	\$20
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)	\$20
302	THE EFFECTIVENESS OF PROMOTION IN MANUFACTURING INDUSTRY (A STUDY OF BAGCO)	\$20
303	THE EFFECTIVENESS OF PERSONAL SELLING IN MARKETING OF PETROLEUM PRODUCTS IN NIGERIA A CASE STUDY OF TOTAL NIGERIA PLC	\$20
304	THE EFFECT OF MANAGEMENT DEVELOPMENT PROGRAMMES ON TOP LEVEL EMPLOYEE'S PRODUCTIVITY (A CASE STUDY OF ELITE INDUSTRIES NIGERIA LIMITED, IGANMU LAGOS)	\$20
305	THE DETERMINANT OF CHOICE OF PROMOTIONAL MIX IN THE MARKETING OF FINANCIAL SERVICES IN NIGERIA (A CASE STUDY OF UBA)	\$20
306	THE IMPACT OF TRADE FAIR ON BUSINESS GROWTH	\$20
307	THE MARKETING IMPLICATION OF PRIVATIZATION OF GOVERNMENT PARASTATALS (A CASE STUDY OF AFRICAN PETROLEUM)	\$20
308	SOURCING FOR THE MOST SUITABLE SUPPLIER FOR RAW MATERIALS IN MANUFACTURING ORGANIZATIONS. (A CASE STUDY OF NIGERIA BOTTLING COMPANY ILORIN)	\$20
309	SIGNIFICANCE OF PROMOTION TO BUSINESS ORGANIZATIONS IN NIGERIA (A CASE STUDY OF NESTLE NIGERIA PLC)	\$20

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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)	\$20
311	SATISFACTION AND RETENTION: A KEY TO BUSINESS SURVIVAL (A CASE STUDY OF BERGER PAINTS NIGERIA PLC)	\$20
312	SALES PROMOTION AS AN EFFECTIVE MARKETING STRATEGY FOR SELLING CONSUMER PRODUCT. (A CASE STUDY OF NIGERIA BAGS MANUFACTURING COMPANY, IKEJA LAGOS)	\$20
313	SALE PROMOTION AS AN EFFECTIVE MARKETING STRATEGY FOR SELLING CONSUMER MANUFACTURING INDUSTRY. (A CASE STUDY OF NIGERIA BAGS MANUFACTURING COMPANY IKEJA LAGOS)	\$20
314	ROLE OF PERSONAL SELLING IN THE MARKETING OF PETROLEUM PRODUCTS IN NIGERIA (A CASE STUDY OF TOTAL NIGERIA PLC)	\$20
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)	\$20
316	PROMOTION: A MARKETING TOOLS IN A COMPETITIVE MARKETING ENVIRONMENT IN NIGERIA (A CASE STUDY OF UNILEVER NIGERIAN, PLC)	\$20
317	PRODUCT AS AN IMPORTANT TOOLS OF IMPROVING THE PROFITABILITY OF AN ORGANIZATION (A CASE STUDY OF NIGERIA BOTTLING COMPANY, ILORIN, KWARA STATE)	\$20
318	PERSONAL SELLING AS AN EFFECTIVE PROMOTIONAL TOOL IN MARKETING OF INDUSTRIAL GOODS (A CASE STUDY OF NNPC, ILORIN)	\$20
319	OUTDOOR ADVERTISING AS A MARKETING STRATEGY FOR PRODUCT SALE IN THE NIGERIAN TELECOMMUNICATION INDUSTRY (A CASE STUDY OF GLOBALCOM NIGERIA LIMITED)	\$20
320	OPTIMUM PROMOTIONAL MIX AS EFFECTIVE TOOL FOR ENHANCING SALES IN THE NIGERIAN SOFT DRINK INDUSTRY (A CASE STUDY OF NIGERIAN BOTTLING COMPANY).	\$20
321	MEASUREMENT OF ADVERTISEMENT CONTRIBUTIONS TO EFFECTIVE SALES GROWTH IN A COMPETITIVE MARKET (A CASE STUDY OF NIGERITE LIMITED LAGOS)	\$20
322	MARKETING PLANNING AS A STRATEGY FOR EFFICIENT BUSINESS PERFORMANCE (A CASE STUDY OF UNILEVER NIGERIA PLC LAGOS)	\$20
323	MARKETING OF PETROLEUM PRODUCT IN NIGERIA CASE STUDY OF OANDO PETROLEUM PLC ILORIN DEPOT	\$20
324	INVESTIGATION INTO THE ROLES OF G.S.M IN DEVELOPING DIRECT MARKETING IN NIGERIA	\$20
325	IMPACT OF PROMOTIONAL STRATEGY IN THE HOTEL INDUSTRY (A CASE STUDY OF KWARA HOTEL)	\$20
326	IMPACT OF PERCEIVED SERVICE QUALITY ON CUSTOMER SATISFACTION AND BRAND LOYALTY (A CASE STUDY OF HONEYWELL FLOUR MILLS PLC)	\$20
327	THE ROLE OF MARKETING IN COMMERCIAL BANKS (A CASE STUDY OF DIAMOND BANK PLC)	\$20
328	EVALUATION OF SELLING AS AN EFFECTIVE PROMOTIONAL IN MARKETING OF CONSUMERS PRODUCT (A CASE STUDY OF UNILEVER NIGERIA PLC ILORIN)	\$20
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)	\$20
330	ENVIRONMENTAL COMPLEXITY: DETERMINANT OF CHOICE OF PROMOTIONAL TOOLS IN MARKETING ORIENTED ORGANIZATION IN NIGERIA (A CASE STUDY OF JMK SUPERMARKET, ILORIN)	\$20
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)	\$20
332	EFFECTIVENESS OF PRICING POLICY IN MANUFACTURING INDUSTRIES A CASE STUDY OF P.Z	\$20
333	EFFECT OF SOCIAL MEDIA MARKETING ON ONLINE CONSUMER (A CASE STUDY OF SOCIAL MEDIA USERS IN ILORIN)	\$20
334	DISTRIBUTION AS A VARIABLE IN MARKETING OF PERISHABLE PRODUCT (A CASE STUDY OF AYOMIDE FARM OFFA KWARA STATE)	\$20
335	DEPOSITS MOBILIZATION THROUGH MARKETING OF BANKING SERVICES (THE CASE STUDY OF THE FIRST BANK OF NIGERIA ILORIN)	\$20
336	THE SIGNIFICANCE OF ADVERTISING TO BUSINESS ORGANIZATIONS IN NIGERIA (A CASE STUDY OF UNILEVER NIG. PLC OREGUN, LAGOS STATE)	\$20
337	THE SIGNIFICANCE OF BRANDING TO EFFECTIVE MARKETING OF THE TOBACCO PRODUCTS IN NIGERIA (A CASE STUDY OF INTERNATIONAL TOBACCO I.T.C.)	\$20
338	CONSUMER SATISFACTION AND RETENTION; A KEY TO BUSINESS SURVIVAL (A CASE STUDY OF BERGER PAINTS NIGERIA PLC)	\$20
339	CONSUMER REACTION TO CLOSE-UP MODIFICATION: IT'S EFFECTS. (A CASE STUDY OF CLOSE-UP TOOTHPASTE A PRODUCT OF UNILEVER NIGERIA)	\$20
340	CONSUMER ATTITUDE TOWARDS OKADA TRANSPORT SERVICE IN NIGERIA (A CASE STUDY OF OKADA COMMUTER IN ILORIN METROPOLIS)	\$20

#	Product Name	Price
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)	\$20
342	BRANDING AND PACKAGING AS EFFECTIVE TOOLS FOR PRODUCT DIFFERENTIATION IN MARKETING CONSUMER PRODUCTS	\$20
343	BRANDING AND MARKETING OF PURE WATER IN ILORIN TOWNSHIP (A CASE STUDY OF AYOBAT PURE WATER)	\$20
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)	\$20
345	APPLICATION OF THE MARKETING CONCEPT IN OUR LOCAL MARKET (A CASE STUDY OF OWODE MARKET OFFA , KWARA STATE	\$20
346	APPLICATION OF MARKETING CONCEPT IN NON-PROFIT ORGANIZATION (A CASE STUDY OF SECURITY AND EXCHANGE COMMISSION ABUJA)	\$20
347	AN INVESTIGATION INTO THE ROLE OF GSM OPERATION IN DEVELOPING DIRECT MARKET IN NIGERIA (A CASE STUDY OF MTN NIGERIA)	\$20
348	AN EXAMINATION OF IMPACT OF STRATEGIC PLANNING ON SALES PROMOTION (A CASE STUDY OF NIGERIA BOTTLING COMPANY PLC)	\$20
349	AN EVALUATION OF THE EFFECTIVENESS OF SALES PROMOTION AS ELEMENT OF PROMOTION MIXES. (A CASE STUDY OF 7UP PLANT, ILORIN)	\$20
350	AN APPLICATION OF MARKETING CONCEPTS IN THE TELECOMMUNICATION INDUSTRY IN NIGERIA (A CASE STUDY OF GLOBACOM NIGERIA)	\$20
351	THE SIGNIFICANCE OF NEW PRODUCT DEVELOPMENT IN A COMPETITIVE MARKETING ENVIRONMENT (A CASE STUDY OF LUBCON LTD)	\$20
352	EFFECTS OF SALES PROMOTION AS A TOOL FOR WINNING CUSTOMERS IN A COMPETITIVE MARKET.	\$20
353	ADVERTISING, ITS ROLE AND IMPORTANCE IN THE MARKETING OF CON-1	\$20
354	PUBLIC RELATIONS AS AN EFFECTIVE PROMOTIONAL TOOL IN MARKETING OF SERVICES. (A CASE STUDY OF KEFFI COMMUNITY BANK (NIG) LTD.)	\$20
355	THE ROLE OF NEGOTIATION IN ATTAINING PURCHASING OBJECTIVES (A CASE STUDY OF NIGERIA BOTTLING COMPANY PLC)	\$20
356	THE RELEVANCE OF NEW PRODUCT DEVELOPMENT ON ATTAINING MARKETING OBJECTIVE OF TABLE WATER PRODUCERS. (A CASE STUDY OF SELECTED TABLE WATER PRODUCERS)	\$20
357	THE RELATIONSHIP BETWEEN EMPLOYEE JOB SATISFACTION AND EMPLOYEE COMMITMENT AMONG EMPLOYEES OF UNILEVER NIGERIA PLC.	\$20
358	THE PROBLEM OF FINANCING INTERNATIONAL TRADE IN NIGERIA	\$20
359	THE INFLUENCE OF CULTURE IN CONSUMERS BUYING BEHAVIOR (A CASE STUDY OF OBIANGWU NGOR - OKPALA L.G.A. IMO STATE)	\$20
360	THE IMPACT OF PROMOTIONAL STRATEGY ON SALES AND PROFIT A CASE OF NIGERIA BOTTLING COMPANY PLC (NBC)	\$20
361	THE IMPACT OF PERSONAL SELLING ON SALES VOLUME PERFORMANCE OF A MANUFACTURING COMPANY (A CASE (STUDY OF UNILEVER NIGERIA PLC.)	\$20
362	THE IMPACT OF MARKETING ON AGRICULTURAL DEVELOPMENT IN A DEVELOPING COUNTRY	\$20
363	THE IMPACT OF DISTRIBUTION STRATEGY ON ORGANISATIONAL PROFITABILITY (A CASE STUDY OF NIGERIAN BOTTLING COMPANY)	\$20
364	THE IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT ON CUSTOMERS' SATISFACTION (A CASE OF FIDELITY BANK PLC)	\$20
365	THE IMPACT OF APPLICATION OF MARKETING CONCEPT IN THE NIGERIA BANKING INDUSTRY (A CASE STUDY OF ZENITH BANK)	\$20
366	INFLUENCE OF ADVERTISING ON CONSUMER BUYING BEHAVIOUR (CASE STUDY OF FOREVER LIVING COSMETICS PRODUCTS)	\$20
367	THE EFFECTIVENESS OF DISTRIBUTION STRATEGY ON ORGANISATIONAL PROFITABILITY (A CASE STUDY OF NIGERIAN BOTTLING COMPANY)	\$20
368	THE EFFECT OF ADVERTISING ON THE SALES OF TOOTHPASTES (A CASE STUDY OF GLAXO SMITHKLINE NIGERIA PLC ,LAGOS.)	\$20
369	SALES TERRITORIAL MANAGEMENT IN THE BREWERY INDUSTRY (A STUDY OF GUINNESS NIGERIA PLC ABA ABIA STATE)	\$20
370	RELATIONSHIP MARKETING: A NECESSARY TOOL FOR ORGANISATIONAL PERFORMANCE (A CASE STUDY OF TROPICS FINANCE AND INVESTMENT LIMITED)	\$20
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).	\$20
372	MARKETING STRATEGY IN THE HOTEL INDUSTRY	\$20
373	MARKETING STRATEGY AND CONSUMER PURCHASE BEHAVIOR (A CASE STUDY OF GUINNESS IN NIGERIA PLC)	\$20

#	Product Name	Price
374	MARKETING STRATEGIES AND THEIR EFFECTS IN SALES EXPANSION IN ORGANISATION	\$20
375	MARKETING OF BANKING SERVICES IN NIGERIA (A STUDY OF FIRST BANK PLC)	\$20
376	PRODUCT QUALITY AS A BASIS FOR CONSUMER'S PATRONAGE	\$20
377	IMPACT OF E-PAYMENT ON ONLINE SHOPPING BEHAVIOUR (A STUDY OF JUMIA LIMITED)	\$20
378	EFFECTIVENESS OF TRADE EXHIBITION AS A MARKETING TOOL IN SMALL & MEDIUM SCALE ENTREPRENEURSHIP (A CASE STUDY OF LOYALTED PRODUCTS LIMITED)	\$20
379	APPLICATION OF MARKETING CONCEPT IN THE NIGERIA PUBLIC SECTOR INDUSTRY (A CASE STUDY OF ZENITH BANK)	\$20
380	PROMOTIONAL STRATEGY AS A TOOL OF ORGANIZATIONAL PROFITABILITY	\$20
381	PUBLIC SERVICES MARKETING A CASE STUDY OF FIRST BANK	\$20
382	PRODUCT FAILURE: THE CAUSES AND EFFECTS ON THE NIGERIAN ECONOMY	\$20
383	PRODUCT DIFFERENTIATION AS A SURVIVAL STRATEGY IN A COMPETITIVE MARKETING ENVIRONMENT (A CASE STUDY OF STARLINE NIGERIA LIMITED)	\$20
384	THE ROLE OF MARKETING RESEARCH IN THE PLANNING AND DEVELOPMENT OF A NEW PRODUCT (A SURVEY OF NIGERIA BOTTLING COMPANY PLC, BENIN CITY)	\$20
385	THE INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT ON THE SALES OF KFC PRODUCTS IN IKEJA CITY MALL AND PALMS LEKKI	\$20
386	THE IMPORTANCE OF PROMOTION AS A COMPONENT IN THE MARKETING MIX ELEMENT ON PROFITABILITY (A CASE STUDY OF UBA BANK)	\$20
387	SOCIAL MEDIA: EFFECTS ON MARKET SHARE IMPROVEMENT IN THE SERVICE INDUSTRY. A STUDY OF SELECTED INSURANCE FIRMS	\$20
388	IMPACT OF ONLINE MARKETING ON SMALL AND MEDIUM ENTERPRISES IN LAGOS METROPOLIS	\$20
389	EFFECTS OF PACKAGING ON SALES OF CONSUMER PRODUCT (A SURVEY OF GUINNESS NIGERIA PLC)	\$20
390	EFFECT OF ADVERTISING ON A COMPANY'S PRODUCT (A CASE STUDY OF COCA-COLA BOTTLING COMPANY BENIN CITY)	\$20
391	THE ROLE OF PUBLIC RELATIONS IN MARKETING OF BURXIN PAINT INDUSTRY IN ANAMBRA STATE	\$20
392	THE ROLE OF MARKETING IN THE DEVELOPMENT OF TOURISM INDUSTRY IN NIGERIA (A CASE STUDY OF NIKE LAKE RESORT ENUGU)	\$20
393	THE INFLUENCE OF PRODUCT QUALITY ON BRAND LOYALTY IN NIGERIA (A STUDY OF WAMCO NIGERIA PLC.)	\$20
394	THE IMPACTS OF PRICING IN MARKTING OF COKE DRINKS IN ENUGU STATE.	\$20
395	THE IMPACT OF SALES PROMOTION IN THE PURCHASE INTENT OF GOKO CLEANSER AMONG STUDENT	\$20
396	THE IMPACT OF PROMOTIONAL ACTIVITIES ON THE MARKETING OF GOLDEN MORN PRODUCT (A CASE STUDY OF NESTLE NIGER PLC ENUGU STATE)	\$20
397	THE IMPACT OF MARKETING COMMUNICATION ON SALE OF CONSUMER GOODS (A CASE STUDY OF NIGERIA BREWERIES PLC)	\$20
398	THE IMPACT OF ADVERTISING ON THE MARKETING OF BANKING SERVICES. (A CASE STUDY OF MICRO FINANCE BANK)	\$20
399	THE IMPACT OF ADVERTISING IN THE SALE OF A NEW PRODUCT (A CASE STUDY OF INDOMIE INSTANT NOODLES)	\$20
400	THE EFFECTIVENESS OF PUBLIC RELATIONS PRACTICE IN THE OIL SECTOR (A CASE STUDY OF AFRICAN PETROLEUM PLC)	\$20
401	THE EFFECT OF PHYSICAL DISTRIBUTION ON THE SALES VOLUME OF BEVERAGE IN ENUGU METROPOLIS (A CASE STUDY OF SEVEN-UP BOTTLING COMPANY)	\$20
402	THE EFFECT OF MOTIVATIONAL POLICIES AND PRACTICE ON SALES FORCE IN NIGERIA BANKING INDUSTRY (A CASE STUDY OF FIRST BANK NIGERIA PLC)	\$20
403	THE EFFECT OF EXCHANGE RATE FLUCTUATION ON IMPORTED GOODS IN NIGERIA (A CASE STUDY OF TOYOTA NIGERIA LIMITED, LAGOS)	\$20
404	THE EFFECT OF ADVERTISING ON THE SALES VOLUME OF BEVERAGES (A CASE STUDY OF MILO, BOURNVITA AND VIATALO)	\$20
405	SECURING CUSTOMERS PATRONAGE THROUGH PRODUCT INNOVATION IN NEW BEVERAGES NIGERIA LIMITED	\$20
406	MARKETING PRACTICES AND CONSUMER SATISFACTION IN THE HOTEL INDUSTRY	\$20
407	MARKETING OF AGRICULTURAL PRODUCTS IN ANAMBRA STATE (A CASE STUDY OF SELECTED LOCAL GOVERNEMNT AREAS IN ANAMBRA STATE)	\$20
408	INFLUENCE OF PRODUCT PACKAGING ON CONSUMER BUYING PREFERENCE (A CASE STUDY OF ABA METROPLIS)	\$20
409	IMPACT OF PUBLIC RELATION ON MARKETING OF BANKING SERVICE (A CASE STUDY OF ZENITH BANK PLC)	\$20

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410	EVALUATION OF THE IMPACT OF ROAD NETWORK ON THE SELLING OF AGRICULTURAL PRODUCTS.	\$20
411	EVALUATION OF THE EFFECTS OF TRANSPORTATION PROBLEMS IN THE DISTRIBUTION OF GOODS AND SERVICES	\$20
412	DETERMINING THE EFFECT OF ADVERTISING STRATEGY ADAPTED IN THE SALES OF CONSUMER GOODS (A CASE STUDY OF UNILEVER NIGERIA PLC)	\$20
413	CORPORATE ADVERTISING AS AN EFFECTING PROMOTIONAL TOOL IN THE MARKETING OF BANKING SERVICES (A CASE STUDY OF SELECTED COMMERCIAL BANK)	\$20
414	AN EVALUATION OF PRODUCT INNOVATION AS A STRATEGY FOR THE SURVIVAL OF MANUFACTURING FIRMS IN NIGERIA	\$20
415	AN ASSESSMENT OF THE PHYSICAL DISTRIBUTION OF SOFT DRINK (A CASE STUDY OF NIGERIAN BOTTLING COMPANY)	\$20
416	AN ANALYSIS OF PACKAGING AS A PROMO TOOL IN THE MARKETING OF PRODUCT. (A CASE STUDY OF PETALS)	\$20
417	THE SIGNIFICANCE OF PRODUCT QUALITY IN THE MARKETING OF SOFT DRINK (A CASE STUDY OF COCA-COLA BOTTLING COMPANY PLC)	\$20
418	THE SIGNIFICANCE OF MARKETING PLANNING IN A BUSINESS ORGANIZATION (A CASE STUDY OF PURE WATER IN ETSAKO WEST LOCAL GOVERNMENT)	\$20
419	THE SIGNIFICANCE OF DISTRIBUTION IN THE MARKETING OF CONSUMER GOODS (A CASE STUDY OF UNILEVER NIGERIA PLC)	\$20
420	THE SIGNIFICANCE OF BRAND POSITIONING IN MARKETING ACTIVITIES (A CASE STUDY OF OVALTINE)	\$20
421	THE SIGNIFICANCE OF ADVERTISING IN THE MANAGEMENT OF BUSINESS ORGANIZATION (A CASE STUDY OF SELECTED SMALL BUSINESS ORGANIZATION)	\$20
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)	\$20
423	THE ROLE OF RETAILER IN THE DISTRIBUTION OF CONSUMER GOODS (A CASE STUDY OF BENDEL SUPERMARKET, AUCHI)	\$20
424	THE PROBLEM OF MARKETING AGRICULTURAL PRODUCTS IN RURAL AREAS (A CASE STUDY OF DANSOF FARMS)	\$20
425	THE IMPORTANCE OF PROMOTION AS A COMPONENT IN THE MARKETING MIX ELEMENT ON PROFITABILITY (A CASE STUDY OF UBA BANK)	\$20
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)	\$20
427	THE IMPORTANCE OF MARKETING IN SERVICE ORGANIZATION (A CASE STUDY OF UBA BANK)	\$20
428	THE IMPORTANCE OF BRANDING AND PACKAGING AS A MEANS OF SALES PROMOTION IN AN ORGANIZATION IN NIGERIA	\$20
429	THE IMPACT OF PRODUCT QUALITY ON CONSUMER BRAND LOYALTY (A CASE STUDY OF INTERCONTINENTAL DISTILLER LIMITED, OTA, OGUN STATE)	\$20
430	THE IMPACT OF MARKETING RESEARCH IN ANY BUSINESS ORGANIZATION	\$20
431	THE IMPACT OF MARKETING PLANNING AND CONTROL IN MANUFACTURING COMPANY (A CASE STUDY OF NIGERIA BOTTLING COMPANY PLC)	\$20
432	THE IMPACT OF MARKETING INFORMATION SYSTEM ON MANAGERIAL DECISION MAKING (A CASE STUDY OF NIGERIA BOTTLING COMPANY LTD, BENIN CITY, EDO STATE)	\$20
433	THE IMPACT OF ADVERTISING ON THE CONSUMPTION OF NOODLE FOODS (A CASE STUDY OF HONEY WELL NOODLES NIGERIA LIMITED LAGOS)	\$20
434	THE IMPACT OF ADVERTISING ON THE BUYING HABIT OF RURAL DWELLERS (A CASE STUDY OF IGARRA COMMUNITY, EDO STATE)	\$20
435	THE EFFECTS OF SALES PROMOTION ON CONSUMER BUYING DECISION (A CASE STUDY OF COCA-COLA BOTTLING COMPANY)	\$20
436	THE EFFECTIVENESS OF ADVERTISING ON THE MARKETING OF CONSUMES' PRODUCT (A CASE STUDY OF NESTLE FOOD NIGERIA PLC, ILUPEJU, LAGOS STATE)	\$20
437	THE EFFECT OF PURCHASING AND SUPPLY ACTIVITIES IN CONSTRUCTION INDUSTRY (A CASE STUDY OF HARTLAND NIGERIA LTD, AUCHI)	\$20
438	THE EFFECT OF PROMOTIONAL ACTIVITIES ON THE CONSUMPTION OF A COMPANY PRODUCT (A CASE STUDY OF MTN)	\$20
439	THE EFFECT OF PACKAGING ON THE SALES OF A COMPANY'S PRODUCT (A CASE STUDY OF GUINNESS NIGERIA PLC)	\$20
440	THE EFFECT OF PACKAGING ON CONSUMER BUYING DECISION (A CASE STUDY OF UNILEVER)	\$20
441	THE EFFECT OF CULTURE ON CONSUMERS BUYING BEHAVIOUR (A CASE STUDY OF ASABA COMMUNITY)	\$20
442	STRATEGIES FOR MARKETING A NEW PRODUCT IN A SATURATED MARKET (A CASE STUDY OF NIGERIAN BREWERIES PLC)	\$20
443	SIGNIFICANCE OF PRICE ON THE SALES OF NEW PRODUCT (A CASE STUDY OF BRAZILIAN HAIR)	\$20

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444	SIGNIFICANCE OF PRICE IN INTRODUCTION OF NEW PRODUCT (STUDY OF SELECTED PRODUCTS OF NIGERIA BREWERIES PLC, BENIN CITY)	\$20
445	SIGNIFICANCE OF PERSONAL SELLING IN THE MARKETING OF DETERGENT (A CASE STUDY OF UNILEVER NIG PLC)	\$20
446	ROLE OF ADVERTISING IN THE SALES OF NIGERIA MADE GOODS (UYI TECHNICAL COMPANY, BENIN CITY)	\$20
447	POLITICAL MARKETING IN NIGERIA (A CASE STUDY OF PDP AND APC)	\$20
448	PACKAGING AS A PROMOTIONAL TOOLS IN THE MARKETING OF CONSUMER GOODS (A CASE STUDY OF NASCO GROUP OF COMPANY, JOS)	\$20
449	NEW PRODUCT DEVELOPMENT TEST MARKETING PROSPECT AND CHALLENGES (A CASE STUDY OF GUINNESS NIGERIA PLC)	\$20
450	MARKETING STRATEGIES AS A TECHNIQUE FOR PROFIT MAXIMIZATION IN MANUFACTURING ENTERPRISE (A CASE STUDY OF GUINNESS NIG PLC)	\$20
451	MARKETING OF PETROLEUM PRODUCTS (A CASE STUDY OF PIPELINE AND PRODUCTS MARKETING COMPANY (PPMC))	\$20
452	INFLUENCE OF PRICING STRATEGY ON THE SALES OF NEW PRODUCT (A CASE STUDY OF BRAZILIAN HAIR)	\$20
453	INFLUENCE OF ADVERTISEMENT IN CONSUMER'S BUYING BEHAVIOUR. (A CASE STUDY OF COCA-COLA ENTERPRISE LTD, LAGOS NIGERIA)	\$20
454	IMPORTANCE OF PRODUCT LIFE CYCLE IN MARKETING ORGANIZATION	\$20
455	IMPORTANCE OF DISTRIBUTION CHANNEL TO THE MARKETING OF A PRODUCT IN AN ORGANIZATION	\$20
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)	\$20
457	IMPACT OF ADVERTISING ON THE PURCHASE OF ETISALAT RECHARGE CARDS (A CASE STUDY OF AUCHI METROPOLIS)	\$20
458	IMPACT OF ADVERTISING ON CONSUMER PURCHASE DECISION (A CASE STUDY OF NESTLE MILO NIG PLC)	\$20
459	GOING BEYOND JUST ADVERTISING AND ITS IMPACT TO SALES TURNOVER OF A COMPANY (A CASE STUDY OF PROMASSIDOR NIG LTD)	\$20
460	EFFECTS OF PACKAGING ON SALES OF CONSUMER PRODUCT (A SURVEY OF GUINNESS NIGERIA PLC)	\$20
461	EFFECT OF SALES FORECAST ON MARKETING DECISION MAKING (A CASE STUDY OF NIGERIA BOTTLING COMPANY)	\$20
462	EFFECT OF MARKETING PLANNING ON THE PERFORMANCE OF SERVICE ORGANIZATION (A CASE STUDY OF ACCESS BANK PLC,)	\$20
463	EFFECT OF ADVERTISING ON A COMPANY'S PRODUCT (A CASE STUDY OF COCA-COLA BOTTLING COMPANY BENIN CITY)	\$20
464	AN APPRAISAL OF MARKETING MIX APPLICATION IN RETAIL BUSINESSES (A CASE STUDY OF SELECTED RETAIL OUTLETS IN AUCHI TOWN)	\$20
465	MOTIVATING TECHNICAL SALES PEOPLE FOR HIGHER PRODUCTIVITY (A CASE STUDY OF EMENITE NIG. LTD)	\$20
466	EFFECTIVE CORPORATE IMAGE MANAGEMENT AS A STRATEGY FOR ENHANCING PROFITABILITY (A CASE STUDY OF FIRST BANK OF NIGERIA PLC).	\$20
467	CONSUMER BRAND PREFERENCE IN THE PURCHASE OF BEVERAGE	\$20
468	CONSUMER BRAND PREFERENCE IN THE PURCHASE OF BEVERAGE	\$20
469	BALACING AND BURGETING CONTROL IN A MANUFACTRURING AND MARKETING ORGANIZATION (A CASE OF STUDY OF TOTAL NIGERIA LTD)	\$20
470	APPLICATION OF MARKETING CONCEPT IN MARKETING OF HAIR DRESSING SERVICES (A COMPARATIVE ANALYSIS OF MAGIC FINGERS BEAUTY HOME AND ULTIMATE BEAUTY SALON)	\$20
471	TITLE PAGE ADVERTISING AN EFFECTIVE PROMOTIONAL TOOL FOR MARKETING NEW PRODUCT (A CASE STUDY OF NASCO MARKETING COMPANY)	\$20
472	A CRITICAL APPRAISAL OF THE STRATEGIES OF EXPORTATION OF MADE IN NIGERIA GOODS (A CASE STUDY OF NIGERIAN EXPORT PROMOTION COUNCIL)	\$20
473	A CRITICAL APPRAISAL OF THE NIGERIAN EXPORT PROMOTION COUNCIL STRATEGIES IN THE EXPORT OF NIGERIA GOODS	\$20
474	THE ROLE OF ADVERTISING ON THE MARKETING OF SUITCASE IN ENUGU METROPOLIS (A CASE STUDY OF JUMATEX SUITCASE ENUGU)	\$20
475	THE IMPORTANCE OF BRANDING IN THE MARKETING OF UNILEVER PRODUCTS IN ENUGU STATE	\$20
476	THE IMPACT OF MARKETING IN THE DEVELOPMENT OF TOURISM	\$20
477	THE EFFECT OF GOOD PUBLIC RELATION AND ORGANIZED PROMOTIONS ON THE ACHIEVEMENT OF MARKETING OBJECTIVE (CASE STUDY OF NIGERIA BREWERIE PLC)	\$20

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478	PRODUCT PLANNING MANAGEMENT AND DISTRIBUTION PROBLEMS IN SOFT DRINK INDUSTRY. (A CASE STUDY OF NIGERIA BOTTLING COMPANY PLC.)	\$20
479	PROBLEMS AND PROSPECTS OF MARKETING IN SMALL-SCALE BUSINESS IN NIGERIA (A CASE STUDY OF AQUA RAPHA, GOD'S HEALING WATER)	\$20
480	PHYSICAL DISTRIBUTION MANAGEMENT IN BREWERY INDUSTRIES (A CASE STUDY OF NIGERIAN BREWERIES PLC)	\$20
481	PACKAGING AS A PROMO TOOL IN THE MARKETING OF BEAUTY CARE PRODUCTS. (A CASE STUDY OF PETALS)	\$20
482	A CRITICAL APPRAISAL OF THE STRATEGIES OF EXPORTATION OF MADE IN NIGERIA GOODS (A CASE STUDY OF NIGERIAN EXPORT PROMOTION COUNCIL)	\$20
483	IMPACT OF SALES PROMOTION ON BUYING DECISION (A CASE STUDY OF GLOBACOM NIGERIA LIMITED)	\$20
484	EFFECTIVENESS OF TRADE EXHIBITION AS A MARKETING TOOL IN SMALL & MEDIUM SCALE ENTREPRENEURSHIP	\$20
485	EFFECT OF PACKAGING ON CONSUMER BEHAVIOUR: (A CASE STUDY OF NIGERIAN BREWERIES PLC.)	\$20
486	EFFECT OF INTERNET ADVERTISING ON CONSUMERS' PURCHASE DECISION (A STUDY OF JUMIA ONLINE STORES IN LAGOS)	\$20
487	THE EVALUATION OF DISTRIBUTION CHANNEL OF PETROLEUM PRODUCTS (CASE STUDY MOBIL)	\$20
488	THE EFFECT OF RELATIONSHIP MARKETING ON ORGANIZATIONAL PERFORMANCE (A STUDY OF AIICO INSURANCE PLC)	\$20
489	THE EFFECT OF MARKETING COMMUNICATION ON CONSUMER BUYING BEHAVIOUR (A CASE STUDY OF NIGERIA BOTTLING COMPANY N.B.C PLC)	\$20
490	THE EFFECT OF MARKETING COMMUNICATION ON CONSUMER BUYING BEHAVIOUR (A CASE STUDY OF NIGERIA BOTTLING COMPANY N.B.C PLC)	\$20
491	ROLE OF CELEBRITY ADVERTISING IN CONSUMER BRAND LOYALTY A STUDY OF MTN (GSM) USERS IN IKEJA L.G.A, LAGOS STATE	\$20
492	RELATIONSHIP SELLING: ITS EFFECTS ON SALESMAN PERFORMANCE IN SERVICE INDUSTRY	\$20
493	THIRD PARTY E-COMMERCE PLATFORMS: BENEFITS AND BARRIERS FOR RETAIL BUSINESSES IN NIGERIA	\$20
494	THE SIGNIFICANCE OF STRATEGIC MARKETING PRACTICES TO THE EFFECTIVE AND EFFICIENT PERFORMANCE OF SMALL AND MEDIUM SCALE ENTERPRISE (SMES)	\$20
495	THE IMPACT OF SALES PROMOTION ON PRODUCT COMPETITIVENESS OF FAST MOVING CONSUMER GOODS (FMCG)	\$20
496	THE IMPACT OF PRODUCT DIVERSIFICATION STRATEGY ON ORGANIZATIONAL GROWTH (A CASE STUDY OF COCA COLA NIGERIA PLC)	\$20
497	THE EFFECT OF PRODUCT PLANNING AND DEVELOPMENT IN THE GROWTH OF ORGANISATION (A CASE STUDY OF SMITHKLINE GLAXO NIGERIA PLC)	\$20
498	THE EFFECT OF MEDIA ADVERTISEMENT ON SALES OF CONSUMER GOODS IN SOME SELECTED MARKETING FIRMS IN LAGOS	\$20
499	THE EFFECT OF MATERIALS MANAGEMENT ON THE PROFITABILITY OF THE MANUFACTURING COMPANY (A STUDY OF CADBURY NIGERIA PLC)	\$20
500	SPATIAL DISTRIBUTION OF LOCAL MARKET AND VARIATIONS IN PRICES OF VEGETABLE IN LAGOS STATE (A CASE STUDY OF OJO LOCAL GOVERNMENT)	\$20