

Marketing dissertation topics

[Business](#), [Marketing](#)



1. Introduction to Marketing Dissertations

This guide gives you some ideas for dissertation titles. Marketing is a broad area, with many different ideas to explore, so there should be plenty to whet your appetite here. Marketing dissertations typically take one of two forms, focusing either upon collecting and analyzing primary data or upon appraising secondary data only. Either type can be appropriate to your area of study. You will also find an overview of how to structure your dissertation in section three below.

2. Categories and List of Dissertation Titles

2. 1 Theories of Marketing

2. 1. 1 To what extent does Borden's ' Marketing Mix' provide an adequate tool for marketing in the 21st century A review of the literature from the UK and USA.

2. 1. 2 The management of marketing: is empowerment a useful concept to inform the contemporary marketing department A case study in a UK advertising agency.

2. 1. 3 Can the Jetstar marketing science model, developed to assess profitability in the low-cost airline market, be used successfully for other budget markets A case study of a new dental practice chain.

2. 1. 4 Is there one best marketing decision model, or should models be selected on a contingency basis A review of recent literature.

2. 1. 5 The relationship between theory and practice. Do the most successful marketers have an in-depth theoretical knowledge of their field? A qualitative study amongst marketing professionals.

2. 1. 6 Is the PEST analysis sufficient to interrogate environmental factors pertinent to marketing, or are subsequent developments (SLEPT, PESTEL, PESTLE) also necessary? A literature review.

2. 1. 7 Which approach to market segmentation is able to offer the best characterization of, and way to market to, the over 80's? A quantitative study of residents in a sheltered accommodation facility.

2. 1. 8 Can marketing principles developed for commercial interests be appropriate for promoting ethical issues? A case study of the use of marketing techniques by the Stop the War Coalition.

2. 2 Global Marketing

2. 2. 1 How do consumer expectations of continuity in relationship with a brand differ from country to country? A qualitative study amongst experts around the world, using models of cultural differences.

2. 2. 2 Aspirational purchases: the added value of luxury brands. How do consumers in developing countries view traditional British brands? A quantitative study amongst affluent Chinese consumers aged 18-35.

2. 2. 3 Is political activity associated with rejection of global brands? A quantitative study of young European consumers' attitudes to products from the USA.

2. 2. 4 The speed of convergence and globalization: to what extent are consumer behaviours becoming more alike around the world? A review of the literature.

2. 2. 5 What are the best theoretical tools for coping with rapid change in consumer preferences in the global marketplace? A review of recent literature.

2. 2. 6 How can global marketing campaigns best address culturally-specific ethical differences between nations? A qualitative study amongst marketing managers involved in promoting alcohol and cigarette products.

2. 2. 7 The impact of body language and gestures on global communication: to what extent can misunderstandings arise, and how does this impact on sales? A quantitative study amongst sales people entering new global territories.

2. 2. 8 Can a managerial cognition perspective offer a good approach to global marketing? A review of the literature.

2. 3 Market Research, Advertising, Branding

2. 3. 1 The irritation factor: can ‘ annoying’ television advertisements be more successful in securing consumer recall of products than ‘ pleasing’ ones? A review of the literature.

2. 3. 2 The resistant consumer: what is the best way to advertise and promote products to people who hold anti-capitalist views? An action research study amongst radical activists.

2. 3. 3 Can game theory contribute to successful branding A critical analysis of three branding strategies using game dynamics.

2. 3. 4 Can successful branding approaches be used within politics A review of the most recent UK election campaigns in terms of models of branding and advertising

2. 3. 5 Can ethics be used to develop effective brands A case study and historical analysis of branding by the Co-Operative Bank in the UK.

2. 3. 6 Is there a solid academic case for using hip hop, and its emphasis upon shared ownership and questioning of authenticity, as marketing tool A literature review.

2. 3. 7 Can brand association and cause-related marketing be used to build awareness of less-familiar brands A quantitative study amongst European consumers of ‘ green’ products.

2. 3. 8 Is it possible to enhance brand-building by training customer-facing staff An intervention-based quantitative study amongst staff in an independent hotel in London.

2. 4 Market Trends and Consumer Behaviour

2. 4. 1 To what extent does education level influence reading of food product labels for nutritional information A quantitative study amongst Tesco customers.

2. 4. 2 Is commitment to buying ‘ green’ and sustainable supermarket products mediated by level of household incomeA quantitative study amongst consumers across Europe.
2. 4. 3 A signifier of sophistication and desirable life-styleHow do UK women consumers view wine brands readily available in the UK high streetA qualitative study amongst women shoppers aged 18-65.
2. 4. 4 Can theories of semiotics be used to explore the meanings that products have for consumersA literature review examining the use of theories by de Saussure, Pierce and others.
2. 4. 5 Is there any evidence that car use will decrease over the next 10 years as a result of changing awareness of green issues, rising fuel costs or changing consumer attitudesA literature review.
2. 4. 6Compulsive shopping: are neurological models more adequate to explain the phenomena of compulsive buying than social or psychological models A review of recent literature.
2. 4. 7 The functional food phenomenon: good for body, soul or imageA qualitative investigation into the motivating factors influencing purchasers of functional foods.
2. 4. 8Is there a relationship between rural living and type of foods purchasedA quantitative study of shopping habits amongst residents in rural Wales.

2. 5 New Media and New Trends in Marketing

2. 5. 1 Pop-up Paradise: to what extent can the ‘ pop-up’ shop be an effective marketing tool? A qualitative study of young consumers in London.

2. 5. 2 Caring and sharing: to what extent does the advent of new media technologies allow a newly collaborative approach to marketing? A review of recent literature.

2. 5. 3 Can social media offer new approaches to marketing for theatre management? A case study of an independent theatre in Manchester.

2. 5. 4 ‘ A nice idea, but ...’ For small businesses, does the reality of using social and new media in marketing live up to the promise? A qualitative study amongst business owners in the UK.

2. 5. 5 Are new media channels for marketing as effective as old methods? A quantitative study amongst consumers and marketing professionals looking at a range of attributes related to effectiveness.

2. 5. 6 New media: effective only when targeting young consumers? A literature review looking at the use of new media and marketing effectiveness for the over 55s.

2. 5. 7 To what extent has control over the internet impacted upon the use of new media for marketing activities in China? A literature review.

2. 5. 8 The need for a social media strategy: emerging best practice in marketing. A comparative and analytic case study looking at 5 UK brands using social media.

3. How to Structure a Marketing Dissertation, Tips

For details on how to structure a marketing dissertation, kindly check out the following post:

How to Structure a dissertation (chapters)

How to structure a dissertation (chapters and subchapters)

How to structure a dissertation research proposal