


Marketing Capstone Project Ideas

- Effects of Salesman's personality on brand image
- Effect of branded ingredients on consumer perception
- Images of offensive images on branding/marketing
- Preferences to buy ready-to-cook meals by housewives
- Relationship between strategic implementation and teasers campaigns
- Services marketing and customer relationship management
- Sales of pharmaceutical companies with marketing activities impact
- Two stage least square model of advertising
- Association between content and advertising messages
- Influence of humor advertising
- Effectiveness of integrated marketing communication
- The ways of finding endogeneity to explain consumer compliant behavior
- Study of consumer spending via credit cards
- Impact of price sensitivity on buying behavior
- Brand attitude and awareness
- Buying behaviors in shopping stores
- Study on consumer purchase intention
- Consumer preferences and store image
- Impact of CRM on customer satisfaction
- Impact of brand recall through Television on mood
- Fashion involvement's impact on buying behavior
- Experiential perspective and word of mouth
- The packaging variables and their importance

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- Use of plastic money
 - Developing perception for social causes through outdoor advertising
 - Customer retention in hotels: Influencing factors
 - Factors that affect compulsive buying behavior
 - Impact of celebrity endorsement on pre-purchase evaluation
 - Nutritional labeling impact on buying behavior
 - Effects of SEO on marketing performance

Click here and take a look at more topic ideas for your Marketing MBA!