

Research Project Titles for the Second Semester of

The Academic Year 2019/2020 Marketing and Sales course

Research Titles	Elements
I. The impact of product decisions and strategies on customer value and delighting	<ol style="list-style-type: none">1. Introduction2. Marketing process, marketing management and customer delighting.3. The elements of a customer-driven marketing strategy.4. The strategies for creating value <i>for</i> customers and capturing value <i>from</i> customers in return.5. Product definitions and classifications.6. Different product's decisions.7. Service characteristics and services marketing strategies.8. Different branding strategies.9. Product development concepts and process and product life cycle.10. Conclusion
II. The relationship between pricing methods and strategies and buyer behavior	<ol style="list-style-type: none">1. Introduction2. The differences between consumer markets and behavior and business markets and behavior.3. Buyer decision process4. Price as an element of marketing mix5. Price decision and pricing strategies6. New product pricing strategies7. Conclusion
III. The effects of distribution decisions and strategies on Customer-Driven Marketing Strategy	<ol style="list-style-type: none">1. The major steps in designing a customer-driven marketing strategy: market segmentation, targeting, differentiation, and positioning.2. Market segments and market-targeting strategies.3. The nature and importance of marketing channels.4. Value delivery network.5. Value and channel members and levels.6. Channel behavior and organization.

	7. Channel Design Decisions. 8. Conclusion
IV. The role of promotion mix and strategies in engaging customers and communicating customer value	1. Introduction 2. The marketplace concepts and customers engagement. 3. Customer relationship management and the strategies for creating value <i>for</i> customers. 4. Customer-driven marketing strategy and marketing management orientations. 5. The five promotion mix tools for communicating customer value. 6. The communication process and the steps in developing effective marketing communications. 7. The methods for setting the promotion budget and factors that affect the design of the promotion mix. 8. Promotion mix strategies and integrated promotion mix. 9. Conclusion