

**Approximate topics of Bachelor's theses for full-time and part-time students in the specialty:
075 Marketing**

The chosen topic of the Bachelor's thesis should be based on the example of a particular organization/enterprise/institution.

1. Analysis of advertising activities of the enterprise (on the example of...)
2. Analysis of the state and development of measures to improve the marketing pricing policy of the enterprise.
3. Analysis of the state and development of measures to improve the marketing sales policy of the enterprise
4. Analysis and development of recommendations for logistics activities of the enterprise (on the example of...).
5. Analysis and improvement of the enterprise promotion strategy on the Internet
6. Analysis and development of the enterprise's sales network (on the example of...)
7. The use of marketing research in enterprise activities (taking into account the operation market)
8. The use of digital marketing in the promotion of goods (services) of the enterprise (on the example of...)
9. The impact of digital marketing on the competitiveness of the enterprise (on the example of...)
10. Efficiency of marketing communications of the enterprise
11. Marketing on social media and its impact on brand development (on the example of...)
12. Marketing activities of the enterprise in the face of war (on the example of...)
13. Marketing strategy of the enterprise for SEO website promotion
14. Substantiation of the strategy for increasing the competitiveness of products
15. Organization of marketing activities of the enterprise (on the example of...)
16. Features of the analysis and assessment of the efficiency of enterprise advertising using social media
17. Features of promotion of goods (services) of the enterprise on the Internet
18. Assessment of the efficiency of the enterprise's PR campaign in a competitive environment (on the example of...)
19. Assessment of enterprise competitiveness (on the example of...)
20. Assessment of marketing activities of the enterprise (on the example of...)
21. Improvement of the efficiency of marketing activities of the enterprise (on the example of...)
22. Planning of marketing activities of the enterprise (on the example of...)
23. Promotion of goods (services) of the enterprise using a CRM system
24. Development of measures to stimulate sales of the enterprise (on the example of...)
25. Development of the enterprise's marketing strategy (on the example of...)
26. Development of a strategy to stimulate sales of the enterprise (on the example of...)

27. Segmentation of the market of goods (services) of the enterprise
28. Social media as a public relations tool
29. Improvement of marketing communications of the enterprise (on the example of...)
30. Management of the competitiveness of enterprise products based on the development of marketing communications
31. Management of customer loyalty of the enterprise (on the example of...)
32. Management of the product policy of the enterprise (on the example of...)
33. Management of the pricing policy of the enterprise (on the example of...)
34. Digital marketing as a tool for improving the efficiency of the enterprise (on the example of...)