

Approximate topics of qualifying papers (theses) for full-time and part-time students of the Marketing and Advertising Business EP specialty: 075 Marketing*

1. Improvement of the enterprise's marketing strategy.
2. Implementation of marketing in enterprise activities in the context of organizational changes in the economy.
3. Improvement of the marketing information system of the enterprise.
4. Development of a strategy for enterprise marketing management on the market of a particular product.
5. Development of the enterprise's commodity policy from the perspective of modern marketing.
6. Development of a strategy for promoting products of international (foreign) enterprises on the Ukrainian market.
7. Research on strategies for promoting domestic products on domestic markets.
8. Increasing the competitiveness of the domestic enterprise (or product) using marketing.
9. Implementation of efficient distribution of enterprise's products on the domestic (or foreign) market.
10. Increasing the efficiency of the marketing pricing policy of the enterprise (or on the market of a particular product).
11. Providing organizational and methodical support for marketing at domestic (foreign) enterprises.
12. Research on marketing activities of domestic enterprises in the context of economic crisis.
13. Analysis of the logistics system in the economic activity of the domestic (foreign) market.
14. Analysis of the introduction of state-of-the-art computer technologies and global information networks to the practice of marketing research of enterprises.
15. Improvement of the efficiency of foreign economic activity of the enterprise based on the principles of international marketing.
16. Improvement of marketing management of the enterprise in the context of financial and economic crisis.
17. Improvement of tools for legal (state) regulation of marketing (or advertising) activities of enterprises in Ukraine.
18. Development of a mechanism for marketing management of the enterprise in modern economic systems.
19. Substantiation of methodical approaches to assessing the efficiency of marketing (advertising) activities of the enterprise.
20. Introduction of international marketing to the system of global economic relations of Ukrainian enterprises.

21. Establishment of marketing of partnership relations in the economic activity of domestic enterprises.
22. Development of strategies for advertising management of the enterprise on the market of specific goods (or services).
23. Marketing research on the product (or service) market as a basis for improving the efficiency of managerial decisions.
24. Improvement of the organizational support for marketing research at the enterprise.
25. Analysis of domestic trademarks based on branding principles.
26. Analysis of the distribution policy on the domestic market of Ukraine.
27. Research on the distribution policy on foreign markets of Ukraine.
28. Improvement of activities of intermediary enterprises based on modern marketing.
29. Improvement of the quality management of enterprise's products (or services) based on international standards.
30. Improvement of marketing activities to promote innovative products (goods, services) of enterprises.
31. Research on marketing tools for enterprise development in current conditions.
32. Improvement of the assortment policy of the enterprise.
33. Research on the impact of marketing research of the market on the development of the enterprise.
34. Development of product innovation policy of the enterprise.
35. Research on marketing activities in the process of enterprise development.

**Students can independently suggest the topic of the qualifying paper and approve it with the scientific supervisor.*