

Approximate topics of term papers for students of the 075 Marketing specialty, Marketing EP, Marketing discipline

1. Characteristics of the basic principles of marketing management of an industrial enterprise (on the example of ... LLC).
2. Analysis of the competitiveness of products of an industrial enterprise (on the example of ... LLC).
3. Planning the types of marketing programs of an industrial enterprise (on the example of ... LLC).
4. Forecasting market conditions of industrial products (on the example of ... LLC).
5. Marketing research on the industrial product market (on the example of ... LLC)
6. Analysis of sociological methods in marketing research of the industrial product market (on the example of ... LLC).
7. The concept of the product life cycle and its role in the process of determining the strategy of an industrial enterprise (on the example of ... LLC).
8. Particularities of the structure of the information base of marketing research on the industrial product market (on the example of ... LLC).
9. The essence of market segmentation and its application on the industrial product market in Ukraine.
10. Analysis of market conditions of industrial products in Ukraine.
11. Analysis of the particularities of competitive advantages of domestic industrial enterprises.
12. Analysis of changes in the macro-environment of international marketing and their impact on the development of Ukrainian industry.
13. Analysis of the main means of communication and their use by Ukrainian manufacturers of industrial products.
14. Strategies for industrial enterprises to enter the international market.
15. Analysis of activities of the marketing service in the management structure of an industrial enterprise (on the example of ... LLC).
16. Research on the impact of advertising tools on the development of industrial products.
17. Research on components of the image of an industrial enterprise (on the example of ... LLC).
18. Analysis of the role and activities of trade intermediaries in the industry (on the example of ... LLC).
19. Research on the structure of the marketing plan of an industrial enterprise (on the example of ... LLC).
20. Comparative analysis of the level of competitiveness of an industrial firm (on the example of ... LLC).

**Students can independently suggest the topic of the term paper with prior approval by the lecturer.*