

PROPOSALS OF TOPICS FOR BACHELOR THESIS

Coordinator (name and academic title): ASIST.UNIV.DR. POPA ALEXANDRA

Subject: MARKETING

Study program: *Business Administration*

1	Analysis of the marketing mix of the company.....
2	Techniques and tools for promoting global brands.Study Case:....
3	Online marketing activities within the company
4	Social Media Marketing at
5	Digital Marketing.Case study.....
6	The impact of brand awareness-based marketing strategies on companies' activities ;
7	The impact of brand loyalty-based marketing strategies on companies` activities;
8	Influencer marketing.Study Case:
9	Comparative analysis of online and offline promotional tools within the company.....
10	Theoretical and practical aspects of branding and its elements.Analysis of branding activities and strategies within the company....
11	Luxury brands Marketing
12	Marketing fast-fashion brands
13	The impact of branding strategies on the company...
14	The impact of online and offline marketing strategies on brand equity;
15	The impact of brand equity elements on companies' specific activities....
16	The impact of innovation and creativity on the image of brands/companies.Case study....
17	Consumer behaviour:Theoretical and practical aspects.Case study:Analysis of consumer behaviour of products and services offered by.....
18	Analysing customer-centric marketing strategies for competitive advantage and sustainable growth.Case study.....
19	The influence of marketing strategies on consumer buying behaviour;
20	The impact of the elements of brand equity on consumer purchase behavior;

NOTE: The topics mentioned above are indicative. Depending on the student's option, the topics can be reformulated with the coordinator's consent, based on the specifics of the study program in which the student is enrolled and the coordinator's own area of competence.