

## PROPOSALS OF TOPICS FOR BACHELOR THESIS

**Coordinator: Professor Andreea Moraru**

**Subject: Marketing**

**Study program: *Business Administration***

**University year: 2024-2025**

1.	The role of marketing in the modern organization;
2.	Customer satisfaction and loyalty;
3.	Building company reputation using online marketing;
4.	The marketing activity of the organization;
5.	The product policy of the organization;
6.	The price policy of the organization;
7.	The distribution policy of the organization;
8.	Promoting products/services using online marketing;
9.	The purchasing behavior of the consumer;
10.	Promotion through symbols and brands;
11.	Integrated marketing communication strategies;
12.	Researching consumer behavior;
13.	Product life cycle and implications on the organization's product portfolio;
14.	Management of the organization's products;
15.	New product development;
16.	Launching new products / services on the market;
17.	Development and diversification of products / services;
18.	Analysis of the organization's product portfolio;
19.	Creating the identity and image of the organization through aesthetics;
20.	Brand - values and personality. Creating the brands of an organization;
21.	The importance and functions of the brand and the implications on the marketing activity of the organization;
22.	Brand strategies;
23.	Evaluating the brands of an organization;
24.	Branding and positioning;

**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.