

Marketing Strategy

XMKT-500

Semester

Fall 2015

Professor

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Suggested Research Topics

1. Societal Marketing Orientation Strategies
2. Evaluating Strategies for Customer Relationship Marketing
3. Importance of Marketing Strategy for International Business
4. Strategies for External Environment of Marketing
5. Evaluating Strategies for Cross-Cultural and Global Marketing
6. Ethics in Marketing Strategy for Multinational Organizations
7. Strategies for Ethical Decision-Making in Marketing
8. Evaluating Marketing Strategies and Corporate Social Responsibility
9. Effective Strategies for Multicultural Marketing and Globalization
10. Analyzing Effective Strategies for Target Marketing
11. Cultural Influences on Marketing Strategy
12. Evaluating Marketing Strategies for Consumer Buying Decisions
13. Evaluation of the Relationship Marketing and Strategic Alliances
14. Marketing Strategies for Business and Consumer Markets
15. Analysis of Strategies for Business Buying Behavior
16. Assessing International Marketing Segmentation Strategies
17. Strategies for Global Marketing, Segmentation, and Positioning
18. Analyzing Strategies for Targeting Global Marketing Opportunities
19. Evaluating Strategies for Social and Cultural
Environments of Marketing
20. Evaluating Competitive Strategies for Global Partnerships
21. Identifying Strategies for Targeting and Positioning
in Global Marketing

22. Evaluating Strategies for Global Markets and Competitiveness
23. Analysis of Product Decisions in International Marketing Strategies
24. Establishing Global Marketing Segmentation Strategies
25. Evaluating Price Determination and Pricing Strategies
26. Analyzing Consumer and Trade Sales Promotion Strategies
27. Analysis of Consumer Buying Behavior and Decision-Making
28. Evaluating Growth Opportunities and Successful
Marketing Strategies
29. Evaluating Goods and Services Strategies