## [Project / Seminar Topics on Marketing with Materials](https://sparklyn.com.ng/marketing-mkt-project-and-seminar-material#project_seminar_topics_on_marketing-with-materials)

**Below is the list of available proposal topics on Marketing (MKT) that can be selected for proposal write-up submission.**

### [List of Available Proposal Topics on Marketing (MKT)](https://sparklyn.com.ng/marketing-mkt-project-and-seminar-material#list_of_available_proposal_topics_on_marketing_mkt)

[**Salesforce Motivation, a Means for Achieving Sustained Growth and Increase Market Share (A Case Study of Nigerian Bottling Company Owerri)**](https://sparklyn.com.ng/salesforce-motivation-a-means-for-achieving-sustained-growth-and-increase-market-share-a-case-study-of-nigerian-bottling-company-owerri-1584-d)

[**Production Innovation a Tool for Achieving Excellence in the Competitive Market (A Study of Unileuer Nig Ltd Aba)**](https://sparklyn.com.ng/production-innovation-a-tool-for-achieving-excellence-in-the-competitive-market-a-study-of-unileuer-nig-ltd-aba-1324-d)

[**The Influence of Packaging on Consumer Buying Decisions for Consumer Products in Imo State (A Case Study of Joy Confectioneries Owerri)**](https://sparklyn.com.ng/the-influence-of-packaging-on-consumer-buying-decisions-for-consumer-products-in-imo-state-a-case-study-of-joy-confectioneries-owerri-1331-d)

[**Significance of Personal Selling in the Marketing of Detergent (A Case Study of Unilever Nig Plc)**](https://sparklyn.com.ng/significance-of-personal-selling-in-the-marketing-of-detergent-a-case-study-of-unilever-nig-plc-1572-d)

[**Market Segmentation as a Tool for Distributing Pharmaceutical Product in Imo State**](https://sparklyn.com.ng/market-segmentation-as-a-tool-for-distributing-pharmaceutical-product-in-imo-state-1329-d)

[**The Impact of Personal Selling in Achieving, Organizational Objective (A Case Study of Mutual Benefit Insurance Company Plc Owerri)**](https://sparklyn.com.ng/the-impact-of-personal-selling-in-achieving-organizational-objective-a-case-study-of-mutual-benefit-insurance-company-plc-owerri-1327-d)

[**The Impact of Motivation on Sales Force Performance (A Study of Nigeria Bottling Company Plc Owerri)**](https://sparklyn.com.ng/the-impact-of-motivation-on-sales-force-performance-a-study-of-nigeria-bottling-company-plc-owerri-1573-d)

[**The Impact of Marketing Distribution on Sales Profitability Ginger**](https://sparklyn.com.ng/the-impact-of-marketing-distribution-on-24880-d)

[**The Effects of Branding on Consumer Product Marketing**](https://sparklyn.com.ng/the-effects-of-branding-on-consumer-product-marketing-1579-d)

[**Market Segmentations as a Tool of Achieving Organizational Sales Objectives (A Case Study of Nigeria Bottling Company, Owerri, Imo State)**](https://sparklyn.com.ng/market-segmentations-as-a-tool-of-achieving-organizational-sales-objectives-a-case-study-of-nigeria-bottling-company-owerri-imo-state-1575-d)

[**Promotion as a Strategic Instrument in the Sales of Malt Drinks (A Case Study of Guinness Nigeria Plc Enugu Metropolis)**](https://sparklyn.com.ng/promotion-as-a-strategic-instrument-in-the-sales-of-malt-drinks-a-case-study-of-guinness-nigeria-plc-enugu-metropolis-1322-d)

[**Analysis of the Importance of Marketing Information System in New Product Development and Planning (A Case Study of Berger Paint Plc)**](https://sparklyn.com.ng/analysis-of-the-importance-of-marketing-information-system-in-new-product-development-and-planning-a-case-study-of-berger-paint-plc-1332-d)

[**Strategies for New Product Introduction in the Market (A Case Study of the Top-Tea Industries Nigeria)**](https://sparklyn.com.ng/strategies-for-new-product-introduction-in-the-market-a-case-study-of-the-toptea-industries-nigeria-1330-d)

[**The Relevance of Packaging on the Marketing Performance of a Manufacturing Firm (A Case Study of Unilever Nigeria Plc Aba)**](https://sparklyn.com.ng/the-relevance-of-packaging-on-the-marketing-performance-of-a-manufacturing-firm-a-case-study-of-unilever-nigeria-plc-aba-1582-d)

[**An Evaluation of Brand Preference Among Consumers of Beer in Owerri Metropolis (A Case Study of Selected Beer Parlors in Owerri)**](https://sparklyn.com.ng/an-evaluation-of-brand-preference-among-consumers-of-beer-in-owerri-metropolis-a-case-study-of-selected-beer-parlors-in-owerri-1577-d)

[**The Relevance of Government Regulations and Marketing of Food and Drug Products in Nigeria**](https://sparklyn.com.ng/the-relevance-of-government-regulations-and-marketing-of-food-and-drug-products-in-nigeria-1333-d)

[**The Effective Management of Marketing Mix Variables as a Means of Achieving Increase Sales Volume in a Competitive Industry (A Study of Pz Cussons Nig. Plc Lagos)**](https://sparklyn.com.ng/the-effective-management-of-marketing-mix-variables-as-a-means-of-achieving-increase-sales-volume-in-a-competitive-industry-a-study-of-pz-cussons-nig-plc-lagos-1323-d)

[**An Analysis of Impact of Warehousing on the Efficient Distribution of Soft Drinks (A Case Study of Nigerian Bottling Company Plc, Owerri)**](https://sparklyn.com.ng/an-analysis-of-impact-of-warehousing-on-the-efficient-distribution-of-soft-drinks-a-case-study-of-nigerian-bottling-company-plc-owerri-1583-d)

[**Consumer Acceptability in Market Entrance of Dried Catfish Milt**](https://sparklyn.com.ng/consumer-acceptability-in-market-entranc-24584-d)

[**Branding and Trademark in Marketing of Soft Drink in Imo State (A Case Study of Nigerian Bottling Company in Owerri)**](https://sparklyn.com.ng/branding-and-trademark-in-marketing-of-soft-drink-in-imo-state-a-case-study-of-nigerian-bottling-company-in-owerri-1581-d)

[**The Application of Product Innovation as an Effective Strategic Tool in a Competitive Market (A Case Study of Unilever Nigeria Plc Aba Abia State)**](https://sparklyn.com.ng/the-application-of-product-innovation-as-an-effective-strategic-tool-in-a-competitive-market-a-case-study-of-unilever-nigeria-plc-aba-abia-state-1328-d)

[**The Effect of Advertising on the Sales of Consumer Goods (A Case Study of Uniliver Nigeria Plc)**](https://sparklyn.com.ng/the-effect-of-advertising-on-the-sales-of-consumer-goods-a-case-study-of-uniliver-nigeria-plc-1574-d)

[**The Impact of Packaging in the Marketing of Consumer Goods in Nigeria (A Case Study of PZ Plc, Aba)**](https://sparklyn.com.ng/the-impact-of-packaging-in-the-marketing-of-consumer-goods-in-nigeria-a-case-study-of-pz-plc-aba-1580-d)

[**Sales Force Motivation, a Means for Achieving Sustained Growth and Increase Market Share (A Case Study of Nigeria Bottling Company Owerri)**](https://sparklyn.com.ng/sales-force-motivation-a-means-for-achieving-sustained-growth-and-increase-market-share-a-case-study-of-nigeria-bottling-company-owerri-1576-d)

[**The Impact of Marketing in the Hospitality Industry (A Study of Osborn La-Palm Royal Resort Abakaliki)**](https://sparklyn.com.ng/the-impact-of-marketing-in-the-hospitality-industry-a-study-of-osborn-lapalm-royal-resort-abakaliki-398-d)

[**The Effect of Packaging on the Consumer (A Case Study of Avon Cosmetics Nig Ltd ABA)**](https://sparklyn.com.ng/the-effect-of-packaging-on-the-consumer-a-case-study-of-avon-cosmetics-nig-ltd-aba-1570-d)

[**Digital Marketing as an Effective Tool in Achieving Business Expansion in Covid-19 Era (A Case Study of Scib Insurance Brokers)**](https://sparklyn.com.ng/digital-marketing-as-an-effective-tool-i-23931-d)

[**The Influence of Advertising in the Marketing of Nigeria Made Product (A Case Study of Nestle Nigeria Plc)**](https://sparklyn.com.ng/the-influence-of-advertising-in-the-marketing-of-nigeria-made-product-a-case-study-of-nestle-nigeria-plc-1326-d)

[**The Evaluation of the Influence of Distribution Strategies in the Marketing of Petroleum Product (A Case Study of NNPC Aba Depot)**](https://sparklyn.com.ng/the-evaluation-of-the-influence-of-distribution-strategies-in-the-marketing-of-petroleum-product-a-case-study-of-nnpc-aba-depot-1578-d)

[**The Effect of Market Segmentation and Positioning on Company Performance (A Case Study of Selected Textbook Publishing Companies in Owerri)**](https://sparklyn.com.ng/the-effect-of-market-segmentation-and-positioning-on-company-performance-a-case-study-of-selected-textbook-publishing-companies-in-owerri-1571-d)

[**Impact of Online Marketing on Small and Medium Enterprises**](https://sparklyn.com.ng/impact-of-online-marketing-on-small-and-24881-d)

[**Consumer Acceptability in Market Entrance of Dried Catfish Egg**](https://sparklyn.com.ng/consumer-acceptability-in-market-entranc-24583-d)

[**The Role of Marketing Research on the Growth of Nigeria Breweries Plc Aba Abia State (A Case Study of Guinness Nigeria Plc Aba Abia State)**](https://sparklyn.com.ng/the-role-of-marketing-research-on-the-growth-of-nigeria-breweries-plc-aba-abia-state-a-case-study-of-guinness-nigeria-plc-aba-abia-state-1569-d)

[**Relevance of Marketing Information System in the Achievement of Organizational Objective (A Case Study of Nigerian Bottling Company)**](https://sparklyn.com.ng/relevance-of-marketing-information-system-in-the-achievement-of-organizational-objective-a-case-study-of-nigerian-bottling-company-1325-d)

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