


УТВЕРЖДАЮ:
зав. кафедрой маркетинга

 С.В. Карпова
«27» августа 2025

**LIST OF RECOMMENDED TOPICS FOR GRADUATION
QUALIFYING WORKS (BACHELOR'S THESIS):**

**For Full-Time Students Studying in Field:38.03.02 “Management”,
Profile – Marketing Management**

Each topic must be explored using examples of specific organizations that are unique within a single academic group.

Topics:

1. Analysis of Contemporary Approaches to Strategic Planning in Anti-Money Laundering/Counter Terrorist Financing (AML/CFT) Systems Amid Digital Transformation of Public Administration.
2. Bachelor's Thesis as a Start-up Project: Development and Launch of an Innovative Product/Service Using Agile Methodologies (Example-Based Approach).
3. Impact of Digital Image and Reputation on Sales Management in Hypercompetitive Environments.
4. Implementation of Artificial Intelligence Solutions in Public Administration and Prospects for Their Development.
5. Use of Artificial Intelligence Technologies for Analyzing Marketing Communications.
6. Use of Artificial Intelligence Technologies for Making Better Marketing Decisions.
7. Influencer Marketing in Metaverse Platforms and New Media: Building Digital Trust in Brands.
8. Optimization of Distribution and Logistics Channels in the Face of Sanctions and Broken Global Supply Chains.
9. Organization of Seamless Customer Service and Customer Experience Management in an Omnichannel Environment.

- 10.Organization and Execution of Marketing Research Using Crowdsourcing and Big Data Technologies in Crisis Scenarios.
- 11.Optimization of Marketing Budgets and Assessment of Return on Marketing Investments (ROMI) in Conditions of Economic Instability and Inflation.
- 12.Optimization of Sales Network and Introduction of Direct-to-Consumer (D2C) Channels in the Context of Digitalization.
- 13.Optimization of Digital Marketing Tools to Increase Conversion Rates and Reduce Customer Acquisition Costs (CAC).
- 14.Assessment of the Impact of ESG Strategy and Sustainable Marketing Tools on Consumer Behavior and Loyalty.
- 15.Enhancing Competitiveness Through the Use of Immersive Technologies and Experiential Marketing.
- 16.Improvement of Customer Acquisition Efficiency Using Advanced Web Analytics and Predictive Marketing.
- 17.Building a Digital Promotion Strategy for Entering BRICS+ and ASEAN Country Markets.
- 18.Application of Neuromarketing Tools (Electroencephalography, Eye-Tracking) for Testing Advertisement Creatives and Packaging.
- 19.Application of Behavioral Economics Models and AI-Based Analytics for Predicting Consumer Decisions.
- 20.Application of Design Thinking Methodology and Customer-Centric Approaches for Product Development in B2B and B2C Segments.
- 21.Product Placement in Video Games and Streaming Platforms as a Marketing Communication Tool.
- 22.Development of Sales Stimulation Programs Based on Gamification and Mobile Applications in E-Commerce.
- 23.Development of a Crisis Marketing Strategy for Small and Medium Businesses.
- 24.Development and Implementation of a Loyalty System Based on Subscription Economy Principles.
- 25.Development and Implementation of a Socially-Oriented Marketing Policy and Assessment of Its Impact on Brand Perception.
- 26.Development and Implementation of a Content Marketing Strategy Focused on Voice and Visual Search.

27. Development and Implementation of Marketing Tools in the Fintech Services and Digital Banking Products Market.
28. Development and Implementation of Loyalty Programs Based on Blockchain Technologies and Non-Fungible Tokens (NFTs) for B2B and B2C Markets.
29. Development of Innovative Goods and Services Using Lateral Thinking and Creative Management Methods.
30. Development and Optimization of a Multi-Channel Sales System and Omnichannel Customer Experience Management.
31. Development and Application of Viral and Guerrilla Marketing Technologies in New Digital Realities.
32. Development and Implementation of Social Marketing Projects Aimed at Achieving Sustainable Development Goals (SDGs).
33. Development and Implementation of a PR Campaign Focused on Sustainable Development Values and Social Responsibility.
34. Development of Digital Communication Tools for Integrated Event Marketing (Online-Offline).
35. Development and Evaluation of the Effectiveness of an Advertising Campaign Using Programmatic Buying and AI-Based Optimization.
36. Development of a Communication Strategy in Next-Generation Social Networks (Specific Example Required).
37. Development of a Marketing Mix (4P/7P) for a Digital Product or Software-as-a-Service (SaaS).
38. Development of a Comprehensive Promotion Plan for an Innovative Product in a Highly Competitive Market.
39. Development of a Marketing Communication Strategy for Platform Business Models and Ecosystems.
40. Development of a Marketing Strategy for Entering Friendly Foreign Markets in the Context of Import Substitution.
41. Development of Measures to Increase Competitiveness Against Domination of Marketplaces and Aggregators.
42. Development of a Methodology for Marketing Research Based on Big Data and Social Media Analysis.
43. Development of Motivational Programs for Partners and Distributors in a Changing Market Environment.

44. Development of a System for Crisis Marketing Communications and Online Reputation Management.
45. Development of a Predictive CRM Marketing System Based on Machine Learning and Big Data Analysis.
46. Development of a System for Crisis Marketing Communications to Minimize Sanction Pressure.
47. Development of a CRM Strategy Based on Hyper-Personalization and the Use of Data from a Unified Customer Data Platform (CDP).
48. Development of an Integrated Digital Marketing Strategy with Focus on Automation and End-to-End Analytics.
49. Development of a Content Marketing Strategy Targeted at Generations Z and Alpha.
50. Development of a Product Positioning Strategy Based on Sustainability and Ethics (Green/Ethical Positioning).
51. Development of a Corporate Brand Promotion Strategy in the B2B Segment Using Corporate Social Networks and Account-Based Marketing (ABM) Approaches.
52. Development of a Promotion Strategy for Goods/Services on Asian and Latin American Markets Under Sanctions.
53. Development of a Segmentation and Targeting Strategy Based on Data About Consumer Behavior in the Digital Environment.
54. Development of a Pricing Strategy Using Dynamic and Value-Based Pricing in an Inflationary Environment.
55. Development of a Brand Promotion Strategy for International Markets Taking into Account Cultural and Digital Specifics.
56. Development of Technological Products (High-Tech) Using Agile Approaches and Development Based on Customer Feedback.
57. Development of Products and Brands with Emphasis on Sensory Experience and Multi-Sensory Marketing.
58. Development of Products and Brands Using Neurointerfaces and Biometric Data.
59. Development of a Digital Promotion Strategy Based on Data Analysis and Constant Iteration (Growth Marketing).

60. Development of a Loyalty Management Strategy Covering the Entire Customer Life Cycle.
61. Rebranding as a Tool for Business Transformation and Adaptation to New Market Realities.
62. Improvement of Marketing Toolkit by Implementing Artificial Intelligence and Marketing Automation.
63. Improvement of Direct Marketing Tools Using Chatbots and Messenger Marketing.
64. Improvement of Advertising Activities with Focus on Performance Marketing and Contextual Advertising.
65. Improvement of Sales Policy Through Integration with Marketplaces and Development of Own E-Commerce Channels.
66. Improvement of Pricing Policy in the Context of Rising Costs and Need to Maintain Loyalty.
67. Improvement of Event Marketing Tools Through Integration of Online and Offline Formats.
68. Improvement of Internet Marketing Through Implementation of AI-Based Solutions for Personalization and Demand Prediction.
69. Comparative Analysis of Effectiveness of Online and Offline Sales Channels in the Post-Pandemic Era.
70. Strategy for Launching Goods/Services onto New Markets in Conditions of Geo-Economic Instability and Sanction Restrictions.
71. Strategy for Development of Employer Branding and Corporate Branding in the Context of Digital Transformation.
72. Management of International Marketing Activities in Conditions of Currency Volatility and Political Risks.
73. Management and Evaluation of Effectiveness of Exhibition Activities in Hybrid Format.
74. Management of Assortment Policy in Conditions of Component Shortage and Need for Localization.
75. Management of Innovation Marketing Through Implementation of R&D Methods and Open Innovation.
76. Management of Merchandising Tools and Point-of-Sale Design in the Context of Growing Online Trade.

- 77.Management of High-Tech Marketing Systems: Selection and Implementation of CRM, CDP, ERP Systems.
- 78.Management of Product and Service Quality as Element of Crisis Marketing Strategy.
- 79.Management and Automation of Personal Sales Process Using CRM Systems and Scripts.
- 80.Management of Marketing Activity Based on Data and Key Metrics.
- 81.Marketing Management in Small and Medium Businesses with Focus on Low-Budget and Effective Tools.
- 82.Reputation Management in Social Media and Responding to Negativity in High-Risk Conditions.
- 83.Customer Experience Management Using Artificial Intelligence and Chatbots.
- 84.Marketing Management in Retail with Focus on Seamless Omnichannel Experience and Personalization.
- 85.Marketing Management in Public Sector and State Corporations.
- 86.Marketing Management in Educational Services and Online Learning Markets.
- 87.Marketing Management in Health, Wellness, and Fitness Industry.
- 88.Marketing Management in Digital Financial Services and Crypto Assets Market.
- 89.Marketing Management in Construction and Development with Focus on Sustainability and Smart Technologies.
- 90.Marketing Management in High-Tech and Deep Tech Sphere.
- 91.Marketing Management in Industry (B2B) with Focus on Servitization and Long-Term Relationships.
- 92.Management of Multi-Channel Sales and Customer Service in Conditions of Increased Consumer Expectations.
- 93.Management of Sales of Complex Financial Products and Asset Management.
- 94.Management of Product Policy and Category Management in Conditions of Volatile Demand.
- 95.Management of Brand Portfolio and Brand Architecture in Conditions of Diversification.

96. Management of PR Activities and Media Relations in Conditions of Crisis and Rapid Information Spread.
97. Management of International Distribution and Supply Chains in Logistics Crisis.
98. Management of Relationship Marketing in B2B Segment Using Platform Solutions.
99. Management of Loyalty Programs and Their Integration with Overall Customer Experience.
100. Management of Sales and Service Based on Predictive Analytics and AI-Powered Solutions in CRM Systems.
101. Management of Brand Equity and Enhancing Its Value Using Content Strategy and Digital Communication Tools.
102. Formation of Assortment Policy in the Context of Import Substitution and Growing Demand for Local Brands.
103. Formation of Competitive Marketing Strategy Based on Macrosystem Analysis and Scenario Planning.
104. Formation of Strategy for Entering International Markets Through Digitalization and Partner Networks.
105. Formation and Development of Franchise Networks in New Industries.
106. Formation and Development of Franchise Networks in Service Sector.
107. Formation of Flexible Pricing Policy in Conditions of High Volatility and Instability.
108. Formation of Adaptive Sales Policy for Various Industries in Post-Crisis Period.
109. Formation of Management System Based on Data-Driven Approach and Integration of CRM System with Business Processes.