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18
YEARS OF
EXCELLENCE

MBA - MARKETING PROJECTS LIST 2027

Industry-Relevant | Future-Ready | Career-Oriented

Innovative Marketing Project Ideas for
Tomorrow's Business Leaders



DATA DRIVEN
INSIGHTS



SMARTER MARKETING
DECISIONS



CUSTOMER CENTRIC,
FUTURE READY



INDUSTRY FOCUSED
PROJECTS



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MBA - MARKETING - PROJECTS LIST - 2027

S.No	CATEGORY	PROJECT TITLE	REFERENCE COMPANY
1	Advertising	Advertising And Sales Promotion	VODAFONE (VI)
2	Advertising	Advertising Impact On Customer	AIRTEL
3	Advertising	Cause-Linked Advertising	PATANJALI
4	Advertising	Cross-Platform Advertising Integration	SONY INDIA
5	Advertising	Emotional Advertising To Drive Consumer Loyalty	MAHINDRA MOTORS
6	Advertising	Emotional Storytelling In TV Ads	CADBURY
7	Advertising	Experiential Marketing Events	IKEA INDIA
8	Advertising	Guerrilla Marketing Campaigns	RED BULL
9	Advertising	Native Advertising Impact	TIMES INTERNET
10	Advertising	Programmatic Advertising Adoption	AMAZON INDIA
11	Advertising	Programmatic Advertising In Driving Conversions	MAKE MY TRIP
12	Advertising	Proximity Marketing In Location-Based Advertising	CAFÉ COFFEE DAY
13	Advertising	Regional Language Advertising On Consumer Engagement	VIVO MOBILES
14	Advertising	Sales And Promotional Activities	TATA MOTORS
15	Advertising	Short-Form Video Marketing On Reels & YouTube Shorts	SWIGGY
16	Advertising	The Impact Of Geomarketing On Localized Advertising Strategy	RELIANCE SMART
17	Advertising	Viral Campaign Strategies	RED BULL
18	Advertising & Promotion	Comparative Study of Traditional and Digital Advertising	CARATLANE
19	Advertising & Promotion	Consumer Perception of Celebrity-Endorsed Advertisements	RELIANCE SMART BAZAAR (BIG BAZAAR)
20	Advertising & Promotion	Consumer Response to Cause-Related Marketing Campaigns	INFOSYS
21	Advertising & Promotion	Effectiveness of Emotional Advertising on Consumer Engagement	SHOPPERS STOP
22	Advertising & Promotion	Effectiveness of Seasonal Promotional Strategies in Retail	ICICI BANK
23	Advertising & Promotion	Impact of Digital Advertising on Brand Awareness	RELIANCE TRENDS
24	Advertising & Promotion	Impact of Personalized Advertisements on Purchase Intentions	MAKEMYTRIP
25	Advertising & Promotion	Influence of Humor-Based Advertising on Consumer Recall	LENSKART
26	Advertising & Promotion	Role of Event Marketing in Brand Building	HSBC BANK
27	Advertising & Promotion	Role of Promotional Campaigns in Product Launch Success	RELIANCE SMART
28	Advertising /Sales	Sales And Advertising	AIRTEL
29	B2B Marketing	B2B Branding Strategies	TATA STEEL
30	B2B Marketing	Digital Transformation In B2B Marketing	WIPRO TECHNOLOGIES
31	B2B Marketing	Industrial Buyer Decision-Making	COCACOLA BEVARAGES
32	B2B Marketing	Industrial Product Marketing Challenges	TATA STEEL
33	B2B Marketing	Relationship Marketing In Industrial Buyers	ASHOK LEYLAND
34	B2B Marketing	Supply Chain Partnerships In Industrial Marketing	LARSEN & TOUBRO LIMITED (L&T)
35	Brand Management	Consumer Perception of Premium Brand Positioning	ACCENTURE
36	Brand Management	Effect of Brand Consistency on Customer Satisfaction	DARWINBOX
37	Brand Management	Effectiveness of Rebranding Strategies in Competitive Markets	APPLE INDIA
38	Brand Management	Green Branding and Its Influence on Consumer Preferences	ASIAN PAINTS
39	Brand Management	Impact of Brand Storytelling on Customer Loyalty	ROLEX
40	Brand Management	Impact of Celebrity Endorsements on Brand Equity	TECH MAHINDRA

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41	Brand Management	Impact of Corporate Reputation on Brand Value	HDFC BANK
42	Brand Management	Influence of Brand Personality on Purchase Intentions	TATA STEEL
43	Brand Management	Role of Brand Authenticity in Consumer Trust Development	LAKMÉ
44	Brand Management	Role of Emotional Branding in Customer Retention	ORACLE
45	Branding	Brand Activation	ARITEL
46	Branding	Brand Awareness	AIRTEL
47	Branding	Brand Awareness And Perception	BAJAJ ALLINZ
48	Branding	Brand Equity	COCACOLA BEVARAGES
49	Branding	Brand Image	APOLLO TYRES
50	Branding	Celebrity Endorsements To Enhance Brand Perception	TITAN WATCH
51	Branding	Content Marketing In Building Brand Authority	BYJU'S
52	Branding	Eco-Branding On Consumer Behavior In Sustainable Markets	FAB INDIA
53	Branding	Emotional Branding Strategy: Connecting With Indian Consumers	MARUTHI MOTORS
54	Branding	Influence Of Corporate Social Responsibility On Consumer Brand Preferences	ITC LIMITED
55	Branding	Influencer Collaborations On Brand Trust	LAKMÉ
56	Branding	Loyalty Programs In Enhancing Customer Retention	RELIANCE TRENDS
57	Branding	Personalized Email Campaigns On Customer Loyalty	BOOK MY SHOW
58	Branding	Power Of Nostalgia Marketing In Branding Strategy	PARLE-G
59	Branding	Social Media Campaigns On Brand Awareness	URBAN LADDERS
60	Branding	Storytelling Approach To Building Brand Loyalty	AMUL DAIRY
61	Branding	The Effectiveness Of Minimalist Branding In The Digital Age	COCACOLA BEVERAGES
62	Branding	Virtual Reality On Immersive Brand Experiences	KIA MOTORS
63	Branding	Visual Branding In Differentiating Products On Instagram	NYKAA
64	Consumer	Consumer Awareness	HDFC STANDARD LIFE INSURANCE
65	Consumer	Consumer Awareness And Perception	GENEXT ELECTRONIC BIKE
66	Consumer	Consumer Behaviour	L.G ELECTRONICS
67	Consumer	Consumer Buying Behaviour	HDFC STANDARD LIFE INSURANCE
68	Consumer	Consumer Evolution	HERITAGE FOODS
69	Consumer	Consumer Preferences	NESCAFE COFFEE
70	Consumer	Consumer Switching Behaviour In Telecom	JIO
71	Consumer	Customer Awareness On E-Banking	SBI BANK
72	Consumer	Customer Awareness On Product	AIRTEL
73	Consumer	Customer Buying Behaviour	HERO MOTOCORP
74	Consumer	Customer Perception	HERO MOTOCORP
75	Consumer	Customer Perception On Food Online Delivery	SWIGGY
76	Consumer	Customer Perception On Milk Products	AMUL DAIRY
77	Consumer	Driving Consumer Preference For Eco-Friendly Vehicles	TATA MOTORS
78	Consumer	Ethical Marketing In Building Consumer Trust In The Food Industry	HERITAGE FOODS
79	Consumer	Experiential Marketing In Shaping Consumer Perception	TANISHQ
80	Consumer	Gamified Marketing: Leveraging Playful Engagement For Consumer Retention	FLIPKART
81	Consumer	Real-Time Marketing On Consumer Engagement During Live Events	PEPSICO
82	Consumer	Sustainable Packaging On Consumer Perception	BAJAJ MOTORS
83	Consumer	The Effectiveness Of Augmented Reality In Consumer Shopping Experience	LENSKART
84	Consumer	The Role Of Social Proof In Building Consumer Confidence	SWIGGY

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85	Consumer	Use Of Behavioral Economics In Shaping Consumer Perception	TATA TEA
86	Consumer Behaviour	Consumer Attitudes Towards Subscription-Based Services	TITAN WATCH
87	Consumer Behaviour	Consumer Perception of Domestic Versus International Brands	PANTALOONS
88	Consumer Behaviour	Consumer Preferences Towards Sustainable Products	NYKAA
89	Consumer Behaviour	Effect of Brand Communities on Consumer Loyalty	NESTLÉ INDIA
90	Consumer Behaviour	Factors Influencing Online Impulse Buying Behavior	DMART
91	Consumer Behaviour	Impact of Product Reviews on Consumer Purchase Decisions	PATANJALI
92	Consumer Behaviour	Impact of Psychological Factors on Luxury Product Purchases	TANISHQ
93	Consumer Behaviour	Influence of Lifestyle Changes on Purchasing Decisions	NIKE
94	Consumer Behaviour	Influence of Social Media on Consumer Buying Patterns	TANISHQ
95	Consumer Behaviour	Role of Trust in E-Commerce Consumer Behavior	AMUL DAIRY
96	CRM	AI-Enabled CRM Solutions For Customer Retention	GENPACT
97	CRM	Chatbot-Enabled CRM	HDFC BANK
98	CRM	CRM In Service Excellence	TECH MAHINDRA
99	CRM	CRM Systems On Customer Lifetime Value	INFOSYS
100	CRM	Customer Journey Mapping	ICICI BANK
101	CRM	Customer Lifetime Value Maximization	LIC
102	CRM	Customer Retention Through Digital CRM	GENPACT
103	CRM	Gamification In Customer Engagement	PAYTM
104	CRM	Loyalty Program Effectiveness	RELIANCE SMART BAZAAR (BIG BAZAAR)
105	CRM	Predictive Analytics For Customer Retention	AIRTEL
106	CRM	Relationship Marketing Strategies	VASAVI REAL ESTATE
107	CRM / Relationship Marketing	Customer Relationship Management	AXIS BANK
108	CRM / Relationship Marketing	Gamification To Enhance Customer Engagement And Retention	ZOMATO
109	CSR Marketing	Corporate Social Responsibility Initiatives	TATA CONSULTANCY SERVICES (TCS)
110	CSR Marketing	CSR In Building Employer Brand	INFOSYS
111	Customer Relationship Management (CRM)	CRM Practices in Enhancing Service Quality	HERITAGE FOODS
112	Customer Relationship Management (CRM)	Customer Lifetime Value and Retention Strategies	CAFÉ COFFEE DAY
113	Customer Relationship Management (CRM)	Customer Satisfaction as a Predictor of Loyalty	JERSEY MILK
114	Customer Relationship Management (CRM)	Data Analytics Applications in Customer Relationship Management	DOMINO'S
115	Customer Relationship Management (CRM)	Effectiveness of Loyalty Programs in Customer Retention	NANDINI MILK
116	Customer Relationship Management (CRM)	Impact of CRM Systems on Customer Retention	BRITANNIA INDUSTRIES
117	Customer Relationship Management (CRM)	Impact of Omnichannel CRM on Customer Experience	NESCAFÉ COFFEE
118	Customer Relationship Management (CRM)	Impact of Personalized Communication on Customer Relationships	DODLA DAIRY
119	Customer Relationship Management (CRM)	Role of Artificial Intelligence in Customer Relationship Management	MEGHANA FOODS
120	Customer Relationship Management (CRM)	Role of Customer Engagement in Building Long-Term Relationships	MOTHER DAIRY
121	Digital Marketing	AI-Driven Personalization In Social Media Ads	META INDIA
122	Digital Marketing	AI-Powered Chatbots In Enhancing Customer Support Experience	HDFC BANK
123	Digital Marketing	Augmented Reality Marketing	LENSKART

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124	Digital Marketing	Blockchain Applications In Marketing Transparency	WIPRO TECHNOLOGIES
125	Digital Marketing	Comparative Study of Organic and Paid Digital Marketing Strategies	MYNTRA
126	Digital Marketing	Consumer Response to Interactive Content Marketing Campaigns	SWIGGY
127	Digital Marketing	Digital Marketing Strategies For Customer Retention In A Competitive Market	AIRTEL
128	Digital Marketing	Effectiveness of Email Marketing in Customer Relationship Building	FRESHWORKS
129	Digital Marketing	Effectiveness of Influencer Marketing in Building Brand Trust Among Gen Z	ADOBE INDIA
130	Digital Marketing	Effectiveness of Search Engine Optimization on Website Traffic Growth	ZOHO CORP.
131	Digital Marketing	Hyper-Personalization In E-Commerce	FLIPKART
132	Digital Marketing	Impact of AI-Powered Personalization on Online Consumer Engagement	GOOGLE INDIA
133	Digital Marketing	Impact of User-Generated Content on Brand Credibility	PHONEPE
134	Digital Marketing	Impact of Video Marketing on Consumer Purchase Intentions	NETFLIX INDIA
135	Digital Marketing	Influencer Marketing Effectiveness	NYKAA
136	Digital Marketing	Metaverse Marketing Opportunities	TATA CONSULTANCY SERVICES (TCS)
137	Digital Marketing	Neuromarketing Techniques In Consumer Decision-Making	PEPSICO
138	Digital Marketing	Omnichannel Marketing Strategy: Integration Of Online And Offline Channels	FLIPKART
139	Digital Marketing	Personalization In E-Commerce: Balancing Customer Expectations And Data Privacy	BIG BASKET
140	Digital Marketing	Role of Mobile Marketing in Enhancing Customer Retention	AIRTEL
141	Digital Marketing	Role of Social Media Analytics in Marketing Decision-Making	AMAZON INDIA
142	Digital Marketing	Social Listening For Brand Reputation	ZOMATO
143	Digital Marketing	Virtual Reality In Retail Experiences	RELIANCE DIGITAL
144	Digital Marketing	Voice Search Optimization For E-Commerce	FLIPKART
145	Distribution / Retail Marketing	Channels Of Distribution	KESORAM CEMENT
146	Distribution / Retail Marketing	Customer Relationship Management On Indian Retail Banking	KOTAK MAHINDRA BANK
147	Distribution / Retail Marketing	Distribution Channel	AMUL DAIRY
148	Distribution / Retail Marketing	Distribution Strategy Of An Organization	AMUL DAIRY
149	Distribution / Retail Marketing	Impact Of Retail Banking On Customer Satisfaction	SBI BANK
150	Distribution / Retail Marketing	Market Research On Retail Industry	HERITAGE FOODS
151	Distribution / Retail Marketing	Retail Marketing	RELIANCE SMART
152	Distribution / Retail Marketing	Sales And Distribution	HERITAGE FOODS
153	Distribution / Retail Marketing	The Effectiveness Of Multi-Sensory Marketing In Retail Environments	RELIANCE TRENDS
154	Distribution / Retail Marketing	Warehouse-To-Shelf Distribution Optimization	RELIANCE SMART
155	E-Commerce Marketing	AI-Based Product Recommendations	FLIPKART
156	E-Commerce Marketing	Cart Abandonment And Conversion Optimization	BIG BASKET
157	E-Commerce Marketing	Consumer Adoption of Social Commerce Platforms	FEDERAL BANK
158	E-Commerce Marketing	Consumer Perception of AI-Based Shopping Assistants	SOUTH INDIAN BANK
159	E-Commerce Marketing	Consumer Purchase Behavior In E-Commerce	AMAZON
160	E-Commerce Marketing	Customer Retention Strategies In E-Commerce	FLIPKART
161	E-Commerce Marketing	E-Commerce Logistics And Customer Satisfaction	DELHIVERY
162	E-Commerce Marketing	Effectiveness of Flash Sales in Driving Online Purchases	IDFC FIRST BANK

163	E-Commerce Marketing	Effectiveness of Personalized Recommendations in E-Commerce	CANARA BANK
164	E-Commerce Marketing	Factors Affecting Customer Loyalty in E-Commerce	RBL BANK
165	E-Commerce Marketing	Factors Influencing Consumer Trust in Online Marketplaces	AXIS BANK
167	E-Commerce Marketing	Impact Of Product Reviews On Purchase Decisions	AMAZON
166	E-Commerce Marketing	Impact of Service Quality on Customer Satisfaction	YES BANK
168	E-Commerce Marketing	Impact of Website Design on Online Purchase Intentions	FLIPKART
169	E-Commerce Marketing	Influence of Digital Payment Systems on Online Shopping Behavior	BANDHAN BANK
170	E-Commerce Marketing	Omnichannel Customer Experience	RELIANCE DIGITAL
171	E-Commerce Marketing	Online Marketplace Branding	MEESHO
172	E-Commerce Marketing	Personalization In Online Shopping	MYNTRA
173	E-Commerce Marketing	Role of Customer Reviews in Online Buying Decisions	FLIPKART
174	E-Commerce Marketing	Subscription-Based E-Commerce Models	BLINKIT
175	Emerging Marketing Trends	Adoption of Conversational Marketing in Digital Platforms	PWC
176	Emerging Marketing Trends	AI In Marketing Automation	ZOHO CORP.
177	Emerging Marketing Trends	Blockchain In Marketing Transparency	WIPRO TECHNOLOGIES
178	Emerging Marketing Trends	Consumer Acceptance of Augmented Reality Shopping Experiences	LENSKART
179	Emerging Marketing Trends	Consumer Perception of Virtual Influencers	EY INDIA
180	Emerging Marketing Trends	Conversational Marketing Through Chatbots	HDFC BANK
181	Emerging Marketing Trends	Data Privacy And Consumer Trust In Marketing	PAYTM
182	Emerging Marketing Trends	Effectiveness of Voice Search Marketing Strategies	IBM INDIA
183	Emerging Marketing Trends	Future Of Digital Marketing In India	GOOGLE INDIA
184	Emerging Marketing Trends	Future of Marketing Automation in Customer Relationship Management	GENPACT
185	Emerging Marketing Trends	Hyper-Personalization In Customer Engagement	FLIPKART
186	Emerging Marketing Trends	Impact of Blockchain Technology on Marketing Transparency	DELOITTE
187	Emerging Marketing Trends	Impact of Generative AI on Marketing Content Creation	TATA CONSULTANCY SERVICES (TCS)
188	Emerging Marketing Trends	Influence of Metaverse Marketing on Brand Engagement	COGNIZANT
189	Emerging Marketing Trends	Marketing Through Connected Devices (IoT)	SAMSUNG ELECTRONICS
190	Emerging Marketing Trends	Metaverse Marketing Opportunities	ACCENTURE
191	Emerging Marketing Trends	Predictive Analytics In Marketing	TATA CONSULTANCY SERVICES (TCS)
192	Emerging Marketing Trends	Role of Artificial Intelligence in Customer Journey Optimization	CAPGEMINI
193	Emerging Marketing Trends	Role of Chatbots in Enhancing Customer Engagement	WIPRO TECHNOLOGIES
194	Emerging Marketing Trends	Voice Commerce And Consumer Behavior	AMAZON ALEXA
195	Event Marketing	Event Sponsorship Impact On Brand Recall	PEPSICO
196	Event Marketing	Exhibition Marketing For Product Launches	SAMSUNG ELECTRONICS
197	Event Marketing	Experiential Marketing Campaigns Through Live Events	RED BULL
198	Event Marketing	Music Festival Sponsorships And Brand Positioning	KINGFISHER
199	Event Marketing	Sports Event Partnerships For Brand Engagement	NIKE
200	Event Marketing	Trade Show Participation And Lead Generation	TATA MOTORS
201	General Marketing	AI In Personalizing Customer Experience	JIO
202	General Marketing	Customer Preference And Satisfaction	BAJAJ BIKES
203	General Marketing	Customer Satisfaction	INDIABULLS
204	General Marketing	Interactive Content In Driving Engagement	MYNTRA
205	General Marketing	Personalization Vs Privacy: Customer Expectations In Targeted Ads	PAYTM
206	General Marketing	Sales And Service	HERO MOTOCORP

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207	General Marketing	Sales Force Management	TATA MOTORS
208	General Marketing	Social Media Influencers In Boosting Engagement	ASIAN PAINTS
209	General Marketing	User-Generated Content In Building Authentic Communities	FASTRACK WATCHES
210	Global Marketing	Cross-Border Retail Partnerships	RELIANCE RETAIL
211	Global Marketing	Cultural Adaptation In International Marketing	UNILEVER
212	Global Marketing	Global Branding Strategies	COCACOLA BEVARAGES
213	Global Marketing	International Market Entry Strategies	HYUNDAI MOTORS
214	Global Marketing	Localization Vs Standardization In Global Marketing	NESTLÉ INDIA
215	Global Marketing	Managing Global Consumer Behavior	SAMSUNG ELECTRONICS
216	Green & Sustainable Marketing	Consumer Attitudes Towards Environmentally Friendly Products	MAHINDRA & MAHINDRA
217	Green & Sustainable Marketing	Consumer Willingness to Pay for Eco-Friendly Products	KIA MOTORS
218	Green & Sustainable Marketing	Effectiveness of Sustainable Marketing Campaigns	TVS MOTORS
219	Green & Sustainable Marketing	Green Advertising and Consumer Trust Development	MERCEDES-BENZ
220	Green & Sustainable Marketing	Green Branding Strategies and Market Performance	HERO MOTOCORP
221	Green & Sustainable Marketing	Impact of Environmental Awareness on Buying Behavior	PIAGGIO VEHICLES PVT. LTD.
222	Green & Sustainable Marketing	Impact of Green Packaging on Purchase Decisions	ASHOK LEYLAND
225	Green & Sustainable Marketing	Impact Of Sustainable Mobility Preferences On Vehicle Purchase Decisions Among Urban Consumers	FORCE MOTORS
223	Green & Sustainable Marketing	Influence of ESG Practices on Consumer Preferences	FORD MOTORS
224	Green & Sustainable Marketing	Role of Corporate Sustainability Initiatives in Brand Image	YAMAHA MOTORS
226	Green Marketing	Consumer Attitudes Toward Green Products	PATANJALI
227	Green Marketing	Eco-Friendly Packaging And Brand Perception	ITC LIMITED
228	Green Marketing	Green Branding Strategies	TATA TEA
229	Green Marketing	Green Marketing Practices And Consumer Awareness	DABUR
230	Green Marketing	Sustainable Marketing Initiatives	IKEA INDIA
231	International Marketing	Challenges in International Market Entry for Indian Companies	PARLE-G
232	International Marketing	Consumer Acceptance of Global Brands in Emerging Markets	TATA MOTORS
233	International Marketing	Consumer Perception of Country-of-Origin Effects	KOTAK MAHINDRA BANK
234	International Marketing	Cross-Cultural Marketing Communication	UNILEVER
235	International Marketing	Effectiveness of Localization Strategies in International Marketing	MICROSOFT INDIA
236	International Marketing	Export Marketing Strategies	DR. REDDY'S LABORATORIES
237	International Marketing	Factors Influencing Export Marketing Success	OLA
238	International Marketing	Foreign Market Entry Strategies	TATA TEA
239	International Marketing	Global Consumer Behavior Analysis	SAMSUNG ELECTRONICS
240	International Marketing	Global Marketing Communication Strategies	COCACOLA BEVARAGES
241	International Marketing	Impact of Cross-Cultural Advertising on Consumer Response	SONY INDIA
242	International Marketing	Impact of Cultural Differences on International Marketing Strategies	SAMSUNG ELECTRONICS
243	International Marketing	International Branding Challenges	HYUNDAI MOTORS
244	International Marketing	International Branding Strategies of Multinational Companies	HDFC SECURITIES
245	International Marketing	International Distribution Management	BAJAJ AUTO
246	International Marketing	International Pricing Strategies	APPLE INDIA
247	International Marketing	International Product Adaptation	NESTLÉ INDIA

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248	International Marketing	Managing Global Supply Chains	MAHINDRA MOTORS
249	International Marketing	Role of Digital Platforms in Global Marketing Expansion	LG ELECTRONICS
250	International Marketing	Role of E-Commerce in Global Market Penetration	RELIANCE JIO
251	Market Research	Brand Awareness	HYUNDAI MOTORS
252	Market Research	Consumer Preference Analysis	AMUL DAIRY
253	Market Research	Customer Satisfaction Measurement	ICICI BANK
254	Market Research	Market Potential Analysis For New Products	HINDUSTAN UNILEVER LIMITED
255	Market Research	Product Positioning	PEPSICO
256	Market Research	Research On Consumer Buying Behavior	RELIANCE SMART BAZAAR (BIG BAZAAR)
257	Market Research	Segmentation And Target Market Analysis	MARUTI SUZUKI
258	Market Research	Survey On Customer Expectations	SBI BANK
259	Marketing Analytics	Application of Predictive Analytics in Consumer Behavior Forecasting	BIOCON LTD.
260	Marketing Analytics	Customer Segmentation Using Data Analytics Techniques	DR. REDDY'S LABORATORIES
261	Marketing Analytics	Effectiveness of Data-Driven Marketing Campaigns	NATCO PHARMA
262	Marketing Analytics	Impact of Marketing Dashboards on Managerial Decision-Making	AUROBINDO PHARMA
263	Marketing Analytics	Impact of Real-Time Analytics on Marketing Effectiveness	MEDPLUS
264	Marketing Analytics	Measuring Marketing ROI Using Advanced Analytics Tools	HETERO DRUGS
265	Marketing Analytics	Predictive Modeling for Sales Performance Improvement	KIMS HOSPITALS
266	Marketing Analytics	Role of Analytics in Customer Retention Strategies	GLAND PHARMA
267	Marketing Analytics	Role of Big Data Analytics in Marketing Strategy Development	BHARAT BIOTECH
268	Marketing Analytics	Sentiment Analysis of Social Media Data for Brand Evaluation	DIVI'S LABORATORIES
269	Mobile Marketing	App-Based Customer Engagement Strategies	SWIGGY
270	Mobile Marketing	Mobile Commerce Adoption Among Consumers	AMAZON INDIA
271	Mobile Marketing	Mobile Marketing Through Push Notifications	ZOMATO
272	Mobile Marketing	SMS Marketing Effectiveness	AIRTEL
273	Mobile Marketing	Strategies For Increasing Mobile App Retention	PAYTM
274	Pricing Strategies	Consumer Perception of Psychological Pricing Techniques	INDIAN OIL CORPORATION LTD (IOCL)
275	Pricing Strategies	Consumer Response to Premium Pricing Strategies	GMR GROUP
276	Pricing Strategies	Effectiveness of Value-Based Pricing Strategies	NTPC
277	Pricing Strategies	Impact of Discount Pricing on Brand Equity	GREENKO GROUP
278	Pricing Strategies	Impact of Dynamic Pricing on Consumer Purchase Decisions	BHARAT PETROLEUM CORPORATION LTD.
279	Pricing Strategies	Influence of Price Transparency on Consumer Trust	LARSEN & TOUBRO LIMITED (L&T)
280	Pricing Strategies	Pricing Decisions and Customer Satisfaction	RAMKY INFRASTRUCTURE LTD.
281	Pricing Strategies	Pricing Strategies in E-Commerce Platforms	GVK GROUP
282	Pricing Strategies	Revenue Optimization Through Strategic Pricing Models	NCC LIMITED
283	Pricing Strategies	Role of Competitive Pricing in Market Share Growth	BHEL
284	Product Management	Brand Extension Strategies	DABUR
285	Product Management	Consumer Acceptance of Smart Products	PENNA CEMENT
286	Product Management	Effectiveness of Product Differentiation in Market Competition	ZUARI CEMENT
287	Product Management	Factors Influencing New Product Success in Competitive Markets	ULTRATECH CEMENT
288	Product Management	Impact of Product Innovation on Business Growth	DALMIA CEMENT
289	Product Management	Impact of Product Quality on Customer Loyalty	SHREE CEMENTS LTD.
290	Product Management	Managing Product Life Cycle for Sustainable Growth	ORIENT CEMENT LIMITED
291	Product Management	New Product Development Process	ITC LIMITED

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292	Product Management	Product Innovation And Market Acceptance	SAMSUNG ELECTRONICS
293	Product Management	Product Life Cycle Management	PARLE-G
294	Product Management	Product Portfolio Management and Organizational Performance	KCP CEMENT
295	Product Management	Product Positioning Strategies	COCACOLA BEVARAGES
296	Product Management	Product Positioning Strategies and Consumer Perception	JK CEMENT
297	Product Management	Role of Consumer Feedback in Product Development	ACC CEMENT
298	Product Management	Role of Design Thinking in Product Development	SAGAR CEMENT
299	Product Management	Successful Product Launch Strategies	APPLE INDIA
300	Relationship Marketing	CRM Practices And Customer Loyalty	SBI BANK
301	Relationship Marketing	Customer Engagement Strategies	SWIGGY
302	Relationship Marketing	Customer Experience Management	TAJ HOTELS
303	Relationship Marketing	Customer Loyalty Through Relationship Marketing	ICICI BANK
304	Relationship Marketing	Emotional Connection And Brand Loyalty	TITAN WATCH
305	Relationship Marketing	Long-Term Customer Relationship Development	ASIAN PAINTS
306	Relationship Marketing	Personalized Marketing And Customer Retention	AMAZON INDIA
307	Relationship Marketing	Relationship Quality And Customer Satisfaction	HDFC BANK
308	Relationship Marketing	Trust Building Through Relationship Marketing	TATA AIA
309	Relationship Marketing	Value Co-Creation In Customer Relationships	IKEA INDIA
310	Retail Management	Consumer Preferences Towards Omnichannel Retailing	YASHODA HOSPITALS
311	Retail Management	Consumer Satisfaction with Organized Retail Formats	PORTER
312	Retail Management	Effectiveness of Retail Loyalty Programs in Customer Retention	EXIM BANK
313	Retail Management	Factors Influencing Customer Loyalty in Retail Stores	HYUNDAI MOTORS
316	Retail Management	Impact of Hospital Ambience on Patient Experience and Service Utilization	APOLLO HOSPITALS
314	Retail Management	Impact of Product Placement Strategies on Sales	FLIPKART
315	Retail Management	Impact of Self-Checkout Technologies on Customer Experience	ADANI GROUP
317	Retail Management	Influence of Online Promotional Strategies on Consumer Buying Decisions	BIG BASKET
318	Retail Management	Role of Artificial Intelligence in Retail Operations	LOUIS VUITTON
319	Retail Management	Role of Visual Merchandising in Retail Sales Performance	VODAFONE (VI)
320	Retail Marketing	Customer Experience In Organized Retail	RELIANCE SMART
321	Retail Marketing	Impact Of Store Layout On Consumer Buying Behavior	DMART
322	Retail Marketing	Omni-Channel Retailing Strategies	CROMA
323	Retail Marketing	Retail Customer Loyalty Programs	TRENDS
324	Retail Marketing	Retail Service Quality And Customer Satisfaction	SPENCER'S
325	Retail Marketing	Visual Merchandising And Consumer Attraction	LIFESTYLE
326	Rural Marketing	Agri-Marketing And Farmer Engagement	NAGARJUNA FERTILIZERS
327	Rural Marketing	Consumer Adoption Of FMCG Products In Rural Markets	HINDUSTAN UNILEVER LIMITED
328	Rural Marketing	Digital Penetration In Rural Markets	AIRTEL
329	Rural Marketing	Effectiveness Of Rural Advertising	DABUR
330	Rural Marketing	Last-Mile Distribution Strategies	AMUL DAIRY
331	Rural Marketing	Mobile Marketing In Rural Areas	JIO
332	Rural Marketing	Rural Brand Awareness And Preference	PATANJALI
333	Rural Marketing	Rural Consumer Buying Behavior	ITC LIMITED
334	Rural Marketing	Rural Distribution Challenges	HINDUSTAN UNILEVER LIMITED
335	Rural Marketing	Rural Retailing Opportunities	RELIANCE SMART
336	Sales Management	Challenges and Opportunities in B2B Sales Management	TATA TEA

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337	Sales Management	Effectiveness of CRM Systems in Improving Sales Productivity	CRISIL
338	Sales Management	Effectiveness Of Sales Incentive Programs	HDFC STANDARD LIFE INSURANCE
339	Sales Management	Effectiveness of Territory Management in Sales Operations	RELIANCE RETAIL
340	Sales Management	Factors Affecting Sales Team Performance in Competitive Markets	PEPSICO
341	Sales Management	Impact of Digital Selling Techniques on Sales Effectiveness	CADBURY
342	Sales Management	Impact of Sales Force Training on Organizational Performance	SERVICENOW INDIA
343	Sales Management	Impact of Sales Forecasting on Business Planning	RED BULL
344	Sales Management	Relationship Between Customer Satisfaction and Sales Growth	ZOMATO
345	Sales Management	Role of Consultative Selling in Customer Retention	AMAZON PAY
346	Sales Management	Role of Sales Incentive Programs in Employee Motivation	JP MORGAN
347	Sales Management	Sales Forecasting Techniques	TATA MOTORS
348	Sales Management	Sales Performance Evaluation	ASIAN PAINTS
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