

List of Dissertation Topics for **INTERNATIONAL MARKETING**

1. Shelf spacing competition: A comparative analysis of local and international brand
2. Branding influences on customer behavior on international marketing
3. How Saudi Arabia consumer perceives international brands through shop window displays
4. Factors influencing international students' study destination decision abroad
5. Internal Branding in Multinational Firms: A gap analysis of internal stakeholder perceptions
6. Factors influencing the choice of a bank: An international student perspective
7. Logistic Service Development of E-commerce: A case study of AliExpress - an online international trade platform in China
8. Explanatory Factors of Perceived Expansion Barriers
9. Medical Tourism: A study about motivational factors and the prerequisites for creating a competitive offer
10. Creating Brand Awareness through International Event Marketing
11. International and local brand comparative analysis
12. Influences of branding on international marketing consumer behavior
13. Saudi Arabia consumer perceptions about international brands through window shop displays



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14. Factors that influence international students study
15. Multinational firms internal branding: Internal stakeholder perceptions and analysis
16. E-commerce logistic service development: AliExpress case study
17. Expansion barriers explanatory factors
18. Motivational factors study and making a competitive offer pre-requisites
19. Making brand awareness through event international marketing
20. Consumer purchase behaviors by country, device and country
21. The market sense in today's market
22. How international marketing affects countries
23. Tips on how to break the United States market
24. What marketers should know about going global
25. Steps for magnificent multilingual marketing campaign
26. Location-tailored SEO proven practices
27. Customer centric strategy
28. Multicultural marketing in tapping US growth markets
29. Reasons why global marketing of others is failing
30. Easiest way in going global with inbound marketing
31. Changes in projected ad by region and format
32. Localization techniques in taking e-commerce business global successful
33. Localization: Five tips to become successful on it



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34. How should marketers handle global email campaigns
35. Ways in giving the website local flavor around the world
36. What marketers should consider in localizing mobile advertising
37. Marketers across borders: What to know about international marketing
38. Localizing marketing campaigns in getting ROI
39. Best tips for SEO global marketers
40. Three steps for international marketing
41. American digital consumer: opportunities and nuances for brands
42. Building a united marketing team in decentralized business
43. Trends in global shopping: Greeks for gifts and Indians like brands
44. Best practices for US marketing to Europe
45. Things to know in building a brand in USA
46. New marketing lessons from London Olympics 2012
47. Things that online retailers should know about international marketing
48. Online consumer receptivity: The key
49. Cultural targeting in international marketing
50. Local marketing vs. international marketing

