

List of Dissertation Topics for **MOBILE MEDIA MARKETING**

1. Marketing Strategy for Mobile Application on iOS: An evaluation to marketing strategy made by Chinese small and medium-sized apps-making companies
2. Marketing and PR in Social Media: How the utilization of Instagram builds and maintains customer relationships
3. Consumer awareness and usage of E-banking transactions through mobile phones
4. Relationship between corporate image and mobile phone advertising
5. A consumer decision making model in the automobile industry of India
6. Impact of congruity between self concept and brand image on brand preference in the automobile industry
7. Consumer awareness and usage of mobile banking through mobile phones
8. Attitude towards mobile advertising and purchase intention of Swedish customers
9. A quantitative study on the impact of message content and flow experience
10. Electronic Word of Mouth and its Effects on the Consumer Purchasing Decision.
11. Reconsidering email marketing
12. Mobile technology: help of it in rewriting customer delivery rules
13. Digital media is no longer a danger in promotion spending



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14. Marketers find the best cure for hard times through innovation
15. Instagram: answer for an effective advertising in social media
16. Asia Pacific consumers: embracing mobile payments
17. Digital marketing strategies
18. Mobile commerce: it is finally taking off
19. Are mobile ads growing?
20. Taking advantage of the underappreciated market segments
21. Social media marketing value
22. Smartphone shoppers: How it affects retailers
23. The next problem of retailers: Customer is smarter
24. Bar codes promotional value in print advertising
25. How long do cell phone will replace wallet?
26. Mobile devices: More on marketing
27. Social network sites start to see various segments forming
28. Marketers believe that mobile commerce started to take off
29. Energy drinks and sports, site' supply chain costs and payment systems
30. Mobile ads domination: statistics and trends
31. Marketing strategy: a bold step in market changes
32. Making a business mobile app
33. Americans technology habits
34. Essential tactics in multichannel marketing for 2018
35. Considerations in SMS marketing
36. Mobile marketing: Tips and statistics for small business



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37. Best practices in reaching customers
38. Would consumers opt to lose their phone or wallet?
39. Will mobile devices replace computers?
40. SMS vs. email: Heavyweights battle
41. Essential tactics for holiday marketing for 2018
42. Social and digital stats in 2018
43. How mobile media affects consumers?
44. Mobile media marketing strategies of various companies
45. Is mobile media a great marketing advertisement?
46. Great ways on how to reach clients using mobile media
47. Mobile marketing: The best ways on how to beat the competition
48. Does mobile business app really help consumers in making best choices?
49. Companies best mobile marketing that helps employees
50. Are mobile devices better to use than desktop computers?

