

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

1. Social media evaluation for non-profit organizations: The case of Oxfam
2. Advertising execution styles as a reflection of culture: Cross-cultural analysis of messaging app advertising preferences in South Korea and China
3. Instagram Marketing : When brands want to reach Generation Y with their communication
4. Managing user-generated content in marketing campaigns: A qualitative research of key features for managing marketing campaigns based on user-generated content
5. Electronic Word of Mouth and its Effects on the Consumer Purchasing Decision
6. Social Media: Towards Integration of New Media in the Promotion Mix
7. Content Marketing: New Opportunities for Building Strong Brands Online
8. Marketing and PR in Social Media : How the utilization of Instagram builds and maintains customer relationships
9. Embracing Twitter : Marketing the Public Library on Social Media
10. Interview study of online travel reviews and their impact on a person's decision making process
11. Procedures that a person would want to follow in coming up with an awesome social media strategy
12. Different types of social media blogs



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

13. Importance of social media metrics for successful marketing campaign online
14. Connection between social media and business: How the two are interrelated
15. Social media role in social movements today
16. Facebook negative impact
17. Rise and risk of social media libel
18. Social media access: How it affects teenager
19. Challenges in social media use in creating employment decisions
20. How small business benefit from social media
21. Social media forms: Compare and contrast
22. Why social media is one of the most essential tools for business today
23. Social media: The third millennium communications trend
24. Do social media really affect each industry?
25. Social media is about relationship and not technology
26. How social media is affecting the world
27. Social media: An important part of balanced communication diet
28. Does all web surfers are using social media?
29. Social technologies transform healthcare
30. Healthcare organizations should be engage with social media
31. Social media unforeseen implications
32. Challenges in introducing healthcare social media
33. Psychological point of view about social media



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

34. Solving problems of real life with social media
35. What do social media offer to small businesses?
36. A perception about using social networks in line of work
37. Impact of social media to human brain
38. Social networks effects on kids brain
39. Is the online world is replacing social interactions?
40. What “fame” means on the web?
41. Why social media influence humans so much?
42. Commonalities of social media and real interactions
43. How individuals react on the web and how they react in real situations?
44. The dangers of using a popular site
45. Fake account: What is the use of it?
46. Why nudity hits many likes and its implications
47. How social media make an impact on people’s work life
48. What does it take to have a career in this field?
49. Social media workers and their success online
50. How can a person use social networking as a means of manipulation?

