

# Marketing Project Ideas Class 12 — 25 Detailed, Student-Friendly Projects

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Marketing is the bridge between a product and its customers. For Class 12 students, practical marketing projects not only make theory come alive but also build essential skills — research, communication, creativity, analysis, and teamwork.

This article lists **25 marketing project ideas class 12** that are simple to carry out, rich in learning, and suitable for school-level assessment. Each idea includes a clear

objective, step-by-step method, what to include in the report or presentation, and expected learning outcomes.

Use these projects to practise real marketing techniques, collect primary data, and present professional-looking reports.

Whether you are studying business studies, accountancy, or vocational subjects with a marketing module, these **marketing project ideas class 12** will help you connect classroom concepts (like market segmentation, the marketing mix, branding, and promotion) to real-world practice.

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## How to choose and complete a good marketing project

Before the ideas, here are quick tips to pick and finish a successful **marketing project ideas class 12** assignment:

- Pick a topic that interests you — you'll work harder on it.
- Prefer projects with easy access to customers (schoolmates, neighbourhood, local shops).
- Keep the scope realistic: limited sample size, clear timeline, and available resources.
- Collect both primary data (surveys, interviews, observations) and secondary data (websites, reports, product brochures).
- Use visuals — charts, photos, flyers — to make presentations stronger.
- Document steps, findings, analysis, conclusions, and recommendations.
- Practice presenting aloud and prepare answers for likely questions from teachers.

Must Read: [25 Kindergarten Science Fair Project Ideas 2026 – 2027](#)

## 25 Marketing Project Ideas Class 12

## 1. Market Survey for a New Snack Product

**Overview:** Design and test consumer acceptance for a new snack (e.g., flavoured chips, healthy bars).

**Objective:** Learn product testing and survey analysis.

**Method / Steps:**

1. Create three flavour variants or packaging designs.
2. Prepare a short questionnaire (taste, packaging, price willingness).
3. Sample 50–100 respondents (classmates, neighbours).
4. Analyse results (preferences, price points).

**Report should include:** questionnaire, sample profile, charts of preferences, recommendation on which variant to launch.

**Learning outcomes:** taste testing, primary research, basic statistics, recommendation writing.

## 2. Competitor Analysis of Local Bakery

**Overview:** Compare marketing strategies of two nearby bakeries.

**Objective:** Understand positioning, product mix, pricing, and promotion.

**Method / Steps:**

1. Visit both bakeries; note product range, pricing, store ambience, promotions.
2. Interview owner/manager if possible.
3. Survey customers about why they choose one over the other.
4. Prepare SWOT for each bakery.

**Report should include:** product list, price comparison table, SWOTs, improvement suggestions.

**Learning outcomes:** competitive analysis, field research, presentation of strategic recommendations.

## 3. Social Media Campaign for a School Event

**Overview:** Create and measure a social media promotion for an upcoming school fair.

**Objective:** Learn digital promotion, content planning, and metrics.

**Method / Steps:**

1. Plan a 2-week content calendar (posts, stories, short videos).
2. Create sample posts and a promotional poster.
3. Track reach, likes, shares using available analytics or manual counts.

**Report should include:** content calendar, samples, metric summary, lessons learned.

**Learning outcomes:** content strategy, practical social media skills, measuring engagement.

## 4. Branding Project: Create a Brand Identity for a New Product

**Overview:** Develop name, logo, tagline, and brand story for a hypothetical product.

**Objective:** Learn brand-building elements and positioning.

**Method / Steps:**

1. Choose product category (e.g., eco-friendly water bottle).
2. Create name, logo sketches, tagline, and packaging mockup.
3. Test with 30 respondents for appeal and memorability.

**Report should include:** brand rationale, logo/packaging images, test results, suggested target market.

**Learning outcomes:** brand identity design, positioning, consumer feedback interpretation.

## 5. Pricing Strategy Project for a School Canteen

**Overview:** Propose a pricing strategy to increase sales or profit at the canteen.

**Objective:** Understand pricing, cost analysis, and demand.

**Method / Steps:**

1. Calculate cost and current profit margins for 4–5 popular items.
2. Survey students about price sensitivity.
3. Propose bundle offers, combo pricing, or small price adjustments.

#### 4. Model expected sales/profit changes.

**Report should include:** cost sheet, survey summary, pricing recommendations, projected impact.

**Learning outcomes:** cost and margin calculations, price elasticity basics, practical recommendations.

## 6. Consumer Behaviour Study: Factors Influencing Mobile Phone Choice

**Overview:** Study what influences teenagers when buying a mobile phone.

**Objective:** Apply consumer behaviour concepts (social, psychological, personal).

### **Method / Steps:**

1. Design a questionnaire covering brand, features, price, peer influence.
2. Collect data from 80–100 classmates.
3. Analyse which factors rank highest and why.
4. Draw buyer personas.

**Report should include:** data analysis, personas, marketing suggestions for phone brands.

**Learning outcomes:** survey design, factor analysis, persona creation.

## 7. Product Life Cycle Study of a Popular Product

**Overview:** Track the product life cycle (PLC) stage of a popular product (e.g., smartwatch).

**Objective:** Learn PLC concept through real example.

### **Method / Steps:**

1. Research product launch history and sales trends (secondary data).
2. Interview local retailers about demand trends.
3. Map the product onto PLC stages and recommend marketing mix changes.

**Report should include:** PLC chart, evidence sources, marketing strategy for current stage.

**Learning outcomes:** PLC understanding, secondary research, strategic adaptation.

## 8. Advertising Effectiveness: Poster vs. Flyer vs. Social Post

**Overview:** Compare three advertising formats for the same message.

**Objective:** Test which medium gets the best response.

**Method / Steps:**

1. Create a consistent ad message in three formats.
2. Place poster at school, distribute 50 flyers, post on social group.
3. Use a small promo code or call-to-action to track responses.
4. Compare engagement numbers.

**Report should include:** samples of each ad, response data, cost-per-response analysis, recommendation.

**Learning outcomes:** measuring ad effectiveness, cost-benefit thinking, practical A/B testing.

## 9. Channel Study: Direct vs. Indirect Distribution for a Handmade Product

**Overview:** Evaluate selling handmade crafts directly (school stall) vs via a local shop.

**Objective:** Study distribution channels and margins.

**Method / Steps:**

1. Make sample items and sell at both channels for a day each.
2. Record sales, customer feedback, time & effort.
3. Compare net revenue and customer reach.

**Report should include:** sales summary, time-cost analysis, recommendation of suitable channel.

**Learning outcomes:** retail selling experience, channel selection, real-world margin analysis.

## 10. Promotional Mix Project for a Seasonal Product

**Overview:** Design a promotional plan for a seasonal product (e.g., monsoon umbrellas).

**Objective:** Apply elements of promotion — advertising, PR, sales promotion,

personal selling.

**Method / Steps:**

1. Identify target audience and suitable promotion mix.
2. Create samples: short ad text, discount coupon, store display idea.
3. Simulate or pilot the promotion in a small area.

**Report should include:** promotional calendar, expected costs, expected benefits.

**Learning outcomes:** integrated promotion planning, budgeting, message design.

## 11. Market Segmentation Study for School Uniforms

**Overview:** Segment the market for school uniforms based on grade, gender, and price sensitivity.

**Objective:** Learn segmentation variables and targeting.

**Method / Steps:**

1. Survey parents and students about preferences and budget.
2. Divide the market into segments and estimate segment sizes.
3. Recommend product variations and pricing for each segment.

**Report should include:** segmentation charts, targeted marketing suggestions, sample pricing.

**Learning outcomes:** segmentation concepts, target selection, customized marketing.

## 12. Retail Layout Study: Influence of Display on Sales

**Overview:** Examine how product placement in a small shop affects buyer choices.

**Objective:** Learn retail merchandising and psychology.

**Method / Steps:**

1. Observe a local shop for two days and note product placements and sales (with permission).
2. Propose rearrangement to highlight high-margin items.

3. If possible, implement change and compare sales.

**Report should include:** before-after layout diagrams, sales comparison, retailer feedback.

**Learning outcomes:** merchandising principles, sales analysis, simple experimentation.

## 13. Public Relations Project: Building a Positive Image for a Local NGO

**Overview:** Plan a PR campaign for a small **NGO** or school club.

**Objective:** Understand PR tools and community outreach.

**Method / Steps:**

1. Identify key messages and target audiences.
2. Create a press release, event plan, and social media outreach schedule.
3. Contact local newspapers or community pages for coverage.

**Report should include:** press release, event plan, expected outcomes, follow-up suggestions.

**Learning outcomes:** PR writing, relationship-building, event promotion.

## 14. Mystery Shopping: Service Quality Audit of a Local Store

**Overview:** Evaluate customer service using mystery shopping checklist.

**Objective:** Learn service quality dimensions (reliability, responsiveness, assurance).

**Method / Steps:**

1. Create a checklist for service evaluation.
2. Visit store anonymously and note staff behaviour, waiting time, cleanliness.
3. Summarise findings and suggest improvements.

**Report should include:** checklist, anonymised observations, scorecard, recommendations.

**Learning outcomes:** service audit skills, objective observation, constructive feedback.

## 15. Launch Plan for a Student-Run Product (e.g., Notebook)

**Overview:** Create a complete launch plan for a student-made notebook brand.

**Objective:** Apply the marketing mix (4Ps) in a real project.

**Method / Steps:**

1. Define product features, packaging, target price, place, and promotion.
2. Prepare a mini-budget and sales forecast.
3. Design launch posters and a simple selling pitch.

**Report should include:** full marketing mix plan, cost sheet, sample promotional materials.

**Learning outcomes:** end-to-end marketing planning, budgeting, forecasting.

## 16. Digital vs Traditional Promotion for Tuition Classes

**Overview:** Compare digital (WhatsApp, FB groups) and traditional (pamphlets, noticeboards) promotion for a tuition centre.

**Objective:** Determine which method brings more students per rupee spent.

**Method / Steps:**

1. Prepare both types of ads with similar message.
2. Run both for a short period or simulate outreach and collect enrolment data.
3. Calculate cost per enrolment.

**Report should include:** ad samples, cost calculations, conversion rates, best practice tips.

**Learning outcomes:** digital marketing basics, tracking ROI, media selection.

## 17. Packaging Study: Eco-Friendly Packaging Appeal

**Overview:** Test consumer reaction to eco-friendly packaging for a common product.

**Objective:** Learn how sustainability affects purchase decisions.

**Method / Steps:**

1. Create two packaging mockups (regular vs eco).

2. Show to a sample of respondents and record preferences and willingness to pay extra.
  3. Analyse results by age, gender, or income segment.
- Report should include:** mockups, survey data, price premium estimate.
- Learning outcomes:** consumer sentiment analysis, sustainability marketing, price-value tradeoffs.

## 18. Event Marketing: Promote a Mini Concert or Talent Show

**Overview:** Plan the marketing of a small cultural event in school.

**Objective:** Learn event promotion, ticketing, and sponsorship basics.

**Method / Steps:**

1. Decide event theme, target audience, ticket price.
2. Create promotional materials and sponsorship proposal for local businesses.
3. Track ticket sales timeline and attendance.

**Report should include:** promotional plan, sponsorship details, sales numbers, lessons learned.

**Learning outcomes:** event marketing, partner outreach, financial planning.

## 19. Email Marketing Trial for a School Newsletter

**Overview:** Create and send a short newsletter and measure open and click rates.

**Objective:** Learn basic email marketing and content design.

**Method / Steps:**

1. Build a simple subscriber list (parents & students who agree).
2. Draft 2–3 newsletter templates and send them with slightly different subject lines.
3. Measure opens/clicks and note which content drives engagement.

**Report should include:** sample newsletters, metrics, subject line performance, tips for improvement.

**Learning outcomes:** email writing, A/B testing, metrics interpretation.

## 20. Loyalty Program Design for a Small Cafe

**Overview:** Create a loyalty or reward program and estimate its benefits.

**Objective:** Understand customer retention strategies and lifetime value.

**Method / Steps:**

1. Design a simple loyalty card (e.g., buy 9 get 1 free) or point system.
2. Survey customers about appeal and perceived value.
3. Model impact on repeat purchases.

**Report should include:** loyalty mechanics, projected cost, expected increase in visits, sample card design.

**Learning outcomes:** customer retention strategies, simple lifetime value math, program rollout planning.

## 21. Local Market Demand Study for Seasonal Flowers

**Overview:** Assess demand and pricing for seasonal flowers (e.g., marigold during festivals).

**Objective:** Practice demand forecasting and supplier selection.

**Method / Steps:**

1. Visit flower vendors, note wholesale and retail prices.
2. Survey buyers during festival period for preferences and quantities.
3. Forecast demand for a chosen festival and prepare purchase plan.

**Report should include:** supplier list, price matrix, demand forecast, recommended procurement.

**Learning outcomes:** forecasting, vendor negotiation basics, perishable goods planning.

## 22. Influencer Marketing Pilot for a Small Product

**Overview:** Work with a micro-influencer (classmate with following) to promote a product.

**Objective:** Study influence, reach, and conversion effect.

**Method / Steps:**

1. Identify a micro-influencer and agree on a post or story.

2. Track traffic or enquiries from that post (custom code or ask people how they heard).
3. Compare reach and conversions to unpaid word-of-mouth.

**Report should include:** influencer profile, sample post, reach and conversion summary, cost-benefit.

**Learning outcomes:** influencer selection, measuring campaign ROI, social proof.

## 23. Sales Forecasting Practice Using Past Data

**Overview:** Use simple past sales data to forecast next month's sales for a small shop.

**Objective:** Learn basic forecasting techniques (averages, trend projection).

**Method / Steps:**

1. Get past 6–12 months sales data (with permission).
2. Use simple moving average or linear trend to forecast.
3. Validate forecast with retailer's expectations and adjust.

**Report should include:** data table, forecasting method, forecast vs actual (if possible), suggestions.

**Learning outcomes:** basic forecasting, data handling, numeric reasoning.

## 24. Customer Satisfaction Survey for a Local Service

**Overview:** Measure satisfaction for a barber, tuition centre, or mechanic.

**Objective:** Learn construction and analysis of satisfaction surveys.

**Method / Steps:**

1. Create a short survey: rating scales and open comments.
2. Collect 40–60 responses.
3. Calculate Net Promoter Score (or simple average satisfaction) and suggest improvements.

**Report should include:** survey instrument, results, action plan for the service provider.

**Learning outcomes:** survey metrics, interpreting feedback, actionable suggestions.

## 25. Packaging Redesign and Shelf Impact Test

**Overview:** Test whether a new package design increases product appeal on shelf.

**Objective:** Learn packaging design and in-store testing techniques.

**Method / Steps:**

1. Design an improved package for an existing product (sketch/mockup).
2. Create a small in-store display or mock shelf.
3. Ask observers to choose between old and new packaging (blind test if possible).
4. Record choices and reasons.

**Report should include:** package images, choice data, quoted reasons from respondents, final recommendation.

**Learning outcomes:** product design thinking, testing methodology, interpreting qualitative feedback.

## How to structure your project report

To make copying and pasting easier, follow this report structure for each project:

1. **Title page:** Project title, student name(s), class, roll no., school, date.
2. **Acknowledgement:** Short thank-you to teachers/participants.
3. **Contents:** Page-wise listing.
4. **Introduction:** Brief background and reason for choosing the topic.
5. **Objective(s):** Clear, numbered objectives.
6. **Scope & Limitations:** What you covered and what you couldn't.
7. **Methodology:** Tools used, sample size, steps followed.
8. **Data & Findings:** Tables, charts, and observations.
9. **Analysis & Interpretation:** Explain results in simple terms.
10. **Conclusion & Recommendations:** Practical suggestions and final conclusion.
11. **References:** Any books, websites, or people interviewed.
12. **Annexures:** Questionnaire, photographs, raw data.

Use simple charts (bar/pie) and include photos or screenshots where possible.  
Keep language clear and avoid long, complicated sentences.

Must Read: [149+ Unique DNP Project Ideas For Primary Care \(2025-2026\)](#)

## Presentation tips for Class 12 students

- Start with a short 2–3 minute introduction and state the objective clearly.
- Use 8–10 slides: Title, Objectives, Method, Findings, Charts, Conclusion, Recommendations, Q&A.
- Keep fonts large and readable; use bullet points, not paragraphs on slides.
- Practice time management; be ready to explain your key charts.
- Prepare to answer how you collected data and why your recommendations are feasible.

## Conclusion

These **marketing project ideas class 12** are designed to be practical, easy to execute, and educational. Each project helps you connect classroom concepts—like product, price, place, promotion, segmentation, and consumer behaviour—to real situations.

Choose a project that suits your interests and available resources, follow the structured report format, and focus on clear analysis and useful recommendations.

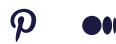
Completing any one of these projects will boost your understanding of marketing and give you a confident, hands-on experience that is useful for exams and future studies.

Good luck — pick a project, plan carefully, collect honest data, and present your findings clearly. You'll learn much more by doing than by reading alone.

 [Blog, Project Ideas](#)

**JOHN DEAR**

I am a creative professional with over 5 years of experience in coming up with project ideas. I'm great at brainstorming, doing market research, and analyzing what's possible to develop innovative and impactful projects. I also excel in collaborating with teams, managing project timelines, and ensuring that every idea turns into a successful outcome. Let's work together to make your next project a success!



**25 Gingerbread Project Ideas for  
School — Creative, Student-Friendly  
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