Best Project Ideas

30 MBA Marketing Project Ideas 2026-27

JANUARY 20, 2026 | JOHN DEAR

Choosing the right MBA marketing project can be exciting but also confusing. A good project helps you learn real marketing skills, builds your resume, and shows employers you can turn ideas into results. This article is written especially for MBA students and uses simple language so you can pick, plan, and complete your project confidently.

Below you will find **20 detailed MBA marketing project ideas** with clear objectives, suggested methodology, expected outcomes, and practical tips. After the 20 detailed topics, there are **30 additional brief ideas**, so in total you will have **50 MBA Marketing Project ideas** to choose from. Use the detailed ideas if you want a ready-to-use plan, and scan the brief ideas if you need quick inspiration.

Read the introduction and conclusion carefully — they explain how to choose a topic, how to structure your project report, and how to present your findings. This guide is organized so you can copy-paste sections into your project proposal or report and adapt them to your needs.

Must Read: 30 LLM Project Ideas — A Student's Guide

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How to choose the best MBA marketing project idea

Selecting a project that matches your interests, available data, and time limits is important. Use the following checklist before you finalize a topic:

- **Interest & Career Fit:** Choose a topic related to the industry you want to work in (FMCG, retail, digital marketing, healthcare, B2B, etc.).
- **Data Availability:** Ensure you can collect data (surveys, company reports, interviews, online data).
- **Scope & Time:** Pick a topic that fits within your semester timeline. Narrow your scope to one market, product, or consumer segment.
- **Skills Gained:** Aim for projects where you learn practical skills: market research, analytics, digital marketing tools, or branding.
- **Originality:** Try to add a local or current twist (local brands, recent campaigns, pandemic effects, influencer marketing, etc.).

How to structure your MBA marketing project report

A clear structure makes your work easier to read and grade. Here's a standard format you can use:

1. **Title Page** — Project title, student name, guide name, submission date.
2. **Acknowledgement** (optional)
3. **Abstract** — 150–250 words summarizing aim, methods, and key findings.
4. **Contents**
5. **Introduction** — Problem statement, objectives, research questions.
6. **Literature Review** — Short review of theories and past studies.
7. **Research Methodology** — Research design, sample, tools, data collection.
8. **Data Analysis & Findings** — Present results with charts, tables, and interpretation.
9. **Discussion** — Link findings to literature and theory.
10. **Recommendations** — Practical marketing suggestions for stakeholders.
11. **Limitations & Future Research**
12. **Conclusion**
13. **References**
14. **Appendices** — Questionnaire, raw data, additional tables.

Research methods and tools you can use

For MBA marketing projects, common methods include:

- **Quantitative:** Surveys, structured questionnaires, online polls. Analyze using Excel, SPSS, R, or Python (pandas).
- **Qualitative:** Interviews, focus groups, content analysis. Use thematic analysis and present key quotes.
- **Secondary Research:** Company reports, industry databases, news articles, academic papers.
- **Digital Tools:** Google Analytics, Facebook Insights, Instagram analytics, SEMrush, Ahrefs, Google Trends.
- **Presentation Tools:** PowerPoint for final presentation; Tableau or Excel for visualizations.

20 MBA Marketing Project Ideas 2026-27

Below are 20 detailed project ideas. Each idea includes objective, scope, suggested methodology, data sources, expected outcomes, and tips for execution.

1. Consumer Perception and Brand Positioning of a Local FMCG Brand

Objective: Study how consumers perceive a selected local FMCG brand and recommend positioning improvements.

Scope: Choose one product category (e.g., biscuits) and one local brand in a specific city or district.

Methodology: Customer surveys (n=200), in-depth interviews with 8–10 consumers, competitor analysis, store audits.

Data Sources: Retailers, consumer surveys, brand advertisements, packaging study.

Expected Outcomes: Brand perception map, SWOT analysis, positioning statement, 3 practical marketing recommendations (packaging, pricing, communication).

Tips: Use a perceptual map (price vs. quality) and include photos from store visits.

2. Effectiveness of Digital Marketing Campaigns for a Small Business

Objective: Measure how well a small business's digital marketing campaigns (Facebook/Instagram/Google Ads) drive traffic and sales.

Scope: Single small business (local restaurant, boutique, or service provider), 3-month campaign period.

Methodology: Collect Google Analytics, Facebook Ads reports, sales data before and after the campaign; survey customers on campaign recall.

Data Sources: Business owner, ad platform dashboards, POS data.

Expected Outcomes: ROI calculation for each channel, attribution model suggestion, optimization tips (targeting, creatives).

Tips: Use simple metrics: CTR, conversion rate, CPA. Show before/after graphs.

3. Customer Satisfaction and Loyalty Program Evaluation for a Retail Chain

Objective: Evaluate the success of a loyalty program and its impact on customer retention.

Scope: One retail chain's loyalty program across 5–10 stores.

Methodology: Survey loyalty members (n=300), analyze transaction data for repeat purchase rate, interview store managers.

Data Sources: Loyalty database, POS reports, member surveys.

Expected Outcomes: Impact analysis on purchase frequency, suggested program improvements (tiers, rewards), cost-benefit estimate.

Tips: Segment members by activity level (active, lapsed, dormant) and propose targeted reactivation campaigns.

4. Price Elasticity and Promotional Pricing Strategy for a Product

Objective: Determine price sensitivity and advise on promotional pricing strategies.

Scope: One product (e.g., shampoo) across two retail channels (online and offline).

Methodology: Historical sales vs. price analysis, controlled price experiment (if feasible), customer surveys on price perception.

Data Sources: Sales records, distributor feedback, competitor pricing.

Expected Outcomes: Price elasticity estimate, recommended optimal price points, suggested promotional calendar.

Tips: If you cannot run an experiment, use historical price changes and seasonality to estimate elasticity.

5. Role of Influencer Marketing in Driving Sales for a Fashion Brand

Objective: Analyze the impact of influencer collaborations on brand awareness and conversions.

Scope: One fashion brand's 6-month collaboration with micro and macro influencers.

Methodology: Track promo codes, UTM links, social engagement metrics, and conduct customer surveys on discovery channels.

Data Sources: Brand's e-commerce analytics, influencer posts, Instagram/Facebook insights.

Expected Outcomes: Comparison of influencer types (micro vs. macro), ROI per influencer, guidelines for future influencer selection.

Tips: Include qualitative analysis of comment sentiment on influencer posts.

6. Consumer Behaviour Change Post-Launch of Sustainable Packaging

Objective: Understand if switching to sustainable packaging influenced purchase decisions.

Scope: Product category where packaging was changed (e.g., beverages) in a city region.

Methodology: Pre- and post-launch sales analysis, consumer surveys focused on environmental consciousness, interviews with distributors.

Data Sources: Sales data, consumer survey (n=250), distributor feedback.

Expected Outcomes: Evidence of behavior change, recommended communication strategy highlighting sustainability benefits.

Tips: Use simple before/after charts and include images of packaging.

7. Market Entry Strategy for a New Product in a Tier-2 City

Objective: Create a go-to-market plan for launching a new product in a Tier-2 city.

Scope: Choose product (e.g., ready-to-eat meals) and one target city.

Methodology: Market sizing, competitor mapping, consumer surveys, distribution channel analysis.

Data Sources: Local retailers, online market data, interviews with local distributors.

Expected Outcomes: Target segment definition, pricing, promotion plan, and estimated first-year sales forecast.

Tips: Include a simple 12-month rollout timeline and budget estimate.

8. Impact of Social Media Reviews on Purchase Decisions for Electronics

Objective: Measure how online reviews (YouTube, Instagram, Amazon) affect buying choices.

Scope: Electronics category (e.g., smartphones) with a focus on one model.

Methodology: Content analysis of reviews, consumer survey (n=300) about review influence, correlation analysis with sales spikes.

Data Sources: Review platforms, e-commerce sales data, survey responses.

Expected Outcomes: Percentage of consumers influenced by reviews, recommended review generation strategies (unboxing, tutorials).

Tips: Classify reviews by type (technical, emotional, price-focused) and connect to buyer personas.

9. Comparative Study of Omni-channel vs. Single-channel Retail Strategies

Objective: Compare customer reach and profitability of omni-channel presence versus single-channel.

Scope: Two retailers—one omni-channel (store + online) and one single-channel (store-only).

Methodology: Sales and customer data analysis, interviews with management, customer satisfaction surveys.

Data Sources: Retailers' sales data, customer surveys, online traffic reports.

Expected Outcomes: Pros and cons list, recommended investments for omni-channel transition, expected ROI timeline.

Tips: Use customer journey maps to show touchpoints for both retailers.

10. Brand Equity Measurement for a National vs. Regional Brand

Objective: Measure and compare brand equity components (brand awareness, perceived quality, loyalty).

Scope: One national brand and one regional rival in the same category.

Methodology: Brand equity survey, focus groups, secondary data review.

Data Sources: Consumer survey (n=400), sales figures, marketing spend data.

Expected Outcomes: Brand equity scores, gap analysis, top 3 strategic actions for the regional brand to improve equity.

Tips: Use Aaker's brand equity model as a theoretical framework.

11. Evaluating the Effectiveness of CSR in Building Brand Image

Objective: Examine whether CSR activities improve brand image and customer preference.

Scope: One company known for CSR initiatives (e.g., education support, health camps).

Methodology: Survey customers and non-customers, analyze media coverage, interviews with company CSR team.

Data Sources: Company CSR reports, press releases, survey data (n=250).

Expected Outcomes: Link between CSR awareness and purchase intent, recommendations on CSR communication.

Tips: Differentiate between visible CSR (events) and invisible CSR (supply chain improvements).

12. Mobile App Usability and Its Effect on Customer Retention

Objective: Study if app usability affects retention and frequency of purchases.

Scope: One e-commerce or grocery app.

Methodology: Usability testing with 20 users, analysis of app analytics (DAU, MAU, session length), follow-up surveys.

Data Sources: App analytics, user testing notes, user feedback.

Expected Outcomes: Usability issues list, prioritized fixes, expected improvement in retention metrics.

Tips: Present simple wireframes for suggested UX improvements.

13. Sales Promotion Effectiveness During Festival Season

Objective: Assess which promotions (discounts, bundles, cashback) work best during festivals.

Scope: One product category during a major festival (e.g., Diwali).

Methodology: Analyze promotion types vs. sales uplift, customer surveys on purchase reasons, compare ROI across promotion types.

Data Sources: Retail sales data, online campaign reports.

Expected Outcomes: Best promotion mix for the festival, margin impact analysis, recommendations for next festival.

Tips: Track stockouts and delivery performance during the festival—these impact customer satisfaction.

14. Role of Consumer Reviews in Local Service Selection (e.g., Salons)

Objective: Understand how online reviews influence selection of local services.

Scope: Local service category (salons, car repair, tuition center) in a city.

Methodology: Survey service users (n=200), analyze review platforms, interviews with service providers.

Data Sources: Google Reviews, Justdial, local listing sites, survey results.

Expected Outcomes: Percentage of customers who rely on reviews, guide for service providers to manage online reputation.

Tips: Include practical steps for service providers: request reviews, respond professionally, fix negative issues.

15. Marketing Strategy Analysis for a Crowdfunded Product

Objective: Analyze marketing tactics used in successful crowdfunding campaigns and apply lessons.

Scope: One or two crowdfunding campaigns (Kickstarter/Indiegogo or local platforms).

Methodology: Campaign content analysis, backer survey, campaign performance metrics (conversion, traffic sources).

Data Sources: Crowdfunding campaign pages, campaign updates, backer comments.

Expected Outcomes: Checklist for crowdfunding marketing (storytelling, video, early bird offers), expected conversion rates for similar projects.

Tips: Highlight the importance of pre-launch email lists and influencer previews.

16. Evaluating the Impact of Packaging Design on Impulse Purchases

Objective: Test whether packaging changes increase impulse buys at the shelf.

Scope: One impulse product (e.g., chocolate, chewing gum) in supermarket outlets.

Methodology: A/B test packaging designs in matched stores, sales comparison, shopper intercept surveys.

Data Sources: Store sales, shopper surveys, photos of shelf placement.

Expected Outcomes: Sales uplift percentage for new design, recommended design elements to emphasize.

Tips: Control for placement and promotional signage to ensure results reflect packaging effect.

17. B2B Marketing Effectiveness for a Software-as-a-Service (SaaS) Product

Objective: Study which B2B channels (webinars, LinkedIn, email) generate the best leads.

Scope: One SaaS product targeting SMEs.

Methodology: Lead source tracking, conversion funnel analysis, interviews with sales team, customer acquisition cost (CAC) calculation.

Data Sources: CRM data, marketing automation reports, LinkedIn analytics.

Expected Outcomes: Most effective channels, CAC per channel, suggested channel mix and content strategy.

Tips: Use lead scoring to understand lead quality from each channel.

18. Role of Experiential Marketing in Building Consumer Connection

Objective: Assess the effectiveness of an experiential event in building brand recall and purchase intent.

Scope: One brand event (pop-up, demo, experiential stall at a fair).

Methodology: Event visitor survey, follow-up tracking (promo codes, sign-ups), observation notes.

Data Sources: Event registrations, attendee surveys, promo code usage.

Expected Outcomes: Event ROI, attendee-to-customer conversion, recommendations for future events.

Tips: Measure immediate brand recall and follow-up actions after two weeks.

19. Digital vs. Traditional Media Mix for Launching a New Product

Objective: Compare the reach and effectiveness of digital vs. traditional (print, radio, billboards) channels for product launch.

Scope: Product launch campaign with mixed-media approach.

Methodology: Cross-channel tracking, surveys on ad recall, media cost analysis and CPM comparisons.

Data Sources: Media buying reports, Google/Facebook analytics, recall survey (n=300).

Expected Outcomes: Channel performance comparison, suggested budget allocation, timeline for media spend.

Tips: Use simple KPIs like impressions per rupee and conversion per channel.

20. Consumer Adoption of Contactless Payments in Retail

Objective: Study the adoption rate and factors influencing use of contactless payments.

Scope: Retail outlets in a city (grocery stores, quick service restaurants).

Methodology: Customer surveys (n=400), merchant interviews, transaction data analysis.

Data Sources: Payment provider data, merchant POS reports, customer survey.

Expected Outcomes: Adoption curve, barriers to adoption, suggestions to increase usage (incentives, staff training).

Tips: Include demographic segmentation (age groups) and correlate with adoption rates.

30 More MBA Marketing Project Ideas

If you want more options, here are 30 brief ideas you can pick from quickly. These are shorter titles—each can be turned into a full project by applying the formats above.

1. Analysis of online customer journey for an e-commerce brand.
2. Impact of free trials on subscription conversion rates.
3. Role of chatbots in customer service and sales uplift.
4. Effectiveness of email marketing campaigns in lead nurturing.
5. Study of brand loyalty programs in the telecom industry.
6. Market segmentation and targeting for vegan food products.
7. Cross-cultural marketing strategies for international brands.
8. Assessing the role of celebrity endorsements in rural markets.
9. Use of guerrilla marketing for low-budget startups.
10. Customer lifetime value (CLV) calculation for a subscription business.
11. Study on packaging waste and consumer response to take-back schemes.
12. Competitive analysis of supermarket private labels vs. national brands.
13. Effectiveness of referral programs for fintech apps.
14. Role of visual merchandising in boosting in-store sales.
15. Marketing strategy for second-hand or refurbished electronics.
16. Study on product bundling strategies and incremental revenue.
17. User retention strategies for mobile gaming apps.
18. Market potential for plant-based dairy alternatives in your city.
19. Consumer attitude toward dynamic pricing in ride-hailing apps.

20. Impact of product reviews on hotel bookings.
21. Study of personalization strategies in email subject lines.
22. Influence of packaging color on perceived product taste/quality.
23. Marketing implications of subscription fatigue.
24. Role of virtual events in B2B lead generation.
25. Marketing mix optimization for seasonal products.
26. Effect of showrooming (browsing in-store, buying online) on retail strategy.
27. Perception of quality vs. price in premium tea brands.
28. Analysis of search engine marketing (SEM) keywords for a niche product.
29. Challenges and strategies for marketing in rural areas.
30. Study on rebranding success: before and after brand performance.

Practical tips for data collection and analysis

- **Start early**: Collect primary data (surveys, interviews) early to allow time for response collection.
- **Keep questionnaires short**: 10–15 questions is ideal to get higher response rates.
- **Pilot test**: Run your questionnaire with 10–20 people first and fix confusing questions.
- **Use Google Forms**: It's free and easy for surveys; export data to Excel for analysis.
- **Ethics**: Get consent from respondents and keep personal data secure.
- **Visuals**: Use charts to present results—bar charts, pie charts, and simple trend lines.
- **Statistical tools**: Use basic tests—chi-square for categorical data, t-test for mean comparisons, and correlation for relationships.

Must Read: 30 Digital Electronics Project Ideas 2026-27

Conclusion

You now have **50 MBA Marketing Project ideas** — 20 explained in detail with clear research plans and 30 additional ideas for quick selection.

These topics cover different marketing areas such as digital marketing, retail, B2B, pricing, packaging, sustainability, and consumer behavior. Pick the idea that fits your personal interest, the data you can access, and the skills you want to develop.

A final checklist before you begin:

- Confirm data availability and permissions.
- Draft a clear title and 3–4 research objectives.
- Create a short timeline and share it with your project guide.
- Prepare the questionnaire or interview guide and pilot test it.

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J O H N   D E A R

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!

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Are you ready to make your big ideas happen? Let's connect and discuss how we can bring your vision to life. Together, we can create amazing results and turn your dreams into reality.

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