



Major: *Marketing master*

Topic list: *Complex Economic*

1. Explain **Kotler's product levels**, the role of the **Value Proposition Canvas**, and the difference between **benefits and features**. Then illustrate with practical examples how you would identify the factors influencing customer experience, how you would prioritize ideas, and what information the UX and marketing teams need for implementation.
2. Present the stages of the **product life cycle (PLC)** and the managerial decisions associated with each stage. Explain the logic and limitations of the **BCG matrix**, **GE/McKinsey matrix**, and **ABC analysis**. Then, using practical examples, demonstrate how you would make a portfolio-rationalization decision, which key questions you would examine, how you would combine analytical tools, and which products you would avoid discontinuing despite their currently low contribution.
3. Describe the **New Product Development (NPD) process**, interpret the expected market adoption based on **Rogers' diffusion model**, and position the product within the **Ansoff matrix**. Then use practical examples to show how you would reduce launch risks, whom you would optimize the product for, and which KPIs you would use to measure adoption.
4. Explain the **business logic, risk profile, and cost structure of the Branded House, House of Brands, Endorsed Brand/Sub-brand, and Line Extension strategies**. Then demonstrate with practical examples which brand architecture you would choose for a global FMCG portfolio, which criteria you would base your decision on, and which product categories would require a different brand strategy within the same company.
5. Explain the logic of **cost-based, value-based, and competition-based pricing**, as well as **market-entry pricing strategies**. Illustrate with a practical example why it is important to measure income elasticity, price elasticity of demand, and cross-price elasticity. What method would you use to estimate how many customers will adopt the product?

6. Explain **multidimensional, psychological, and behavioral pricing techniques**, including anchoring, decoy pricing, framing effects, and neuropricing. Use FMCG examples to show how these techniques influence consumer decisions and how they can be applied effectively in FMCG markets.
7. Explain the characteristics of **digital and e-commerce pricing, including dynamic pricing, algorithmic pricing, freemium models, and subscription pricing**. Using a digital service example, demonstrate how you would optimize prices using real-time data, how you would define freemium limitations, and what logic you would use to design bundled or subscription-based offerings for premium and mass-market segments.
8. Explain the **characteristics of primary and secondary research**, including their methodological differences, advantages, and disadvantages. Give a specific example – from your work or from the business world – to illustrate, in which situations you would use each research method. Also describe how you applied different sources in your thesis and how you combined primary and secondary data collection methods.
9. Describe the **characteristics of qualitative research**, including why it is considered **exploratory research**. Present the types of business situations in which qualitative research is appropriate and introduce the main methods and their characteristics. Also explain, in both B2C and B2B contexts, the criteria based on which you would choose qualitative research and justify your decision. Indicate whether you applied qualitative methods in your thesis and explain your reasoning.
10. Explain the **characteristics of qualitative and quantitative research**, including their main features, advantages, and limitations. Compare the differences between the two research methods and present the types of business situations in which methodologies are appropriate. Also describe which research methodology you chose in your thesis and justify your decision considering your research objectives.
11. Explain the **characteristics of quantitative research**, including why it is considered **descriptive research**. Present the types of business situations in which quantitative research is appropriate and introduce the main methods and their characteristics. Also indicate whether you applied quantitative methods in your thesis and justify your decision.
12. Explain the **principles and key aspects of questionnaire design**, including the characteristics that make a questionnaire “good.” Present the most common mistakes in questionnaire design. Also describe the logic according to which you would structure the order of questions and explain where you would place demographic questions. Finally, indicate whether you used questionnaire-based data collection in your thesis and explain your reasoning.

13. Explain the **characteristics of observation methods**, including their advantages and conditions of application. Describe the types of business situations in which observation-based methods are appropriate and explain in which cases you would conduct a mystery shopping study. Provide examples of the aspects you would examine or evaluate in different service contexts during mystery shopping. Finally, indicate whether you used observation methods in your thesis and justify your decision.
14. Present how you would **structure a high-quality market research presentation** of 10–15 slides that includes both qualitative and quantitative results. Describe the logical structure of the presentation, the role and content of each slide, and how you would integrate and visualize different types of data. Also explain the visualization and structuring principles you would apply when using PowerPoint or Canva to ensure that the results are clear, well-structured, and relevant for business decision-making.
15. Explain the **importance of packaging from a marketing and logistics perspective**. Analyze the packaging of any international brand (e.g. Coca-Cola) in any European, Asian, and African country.
16. What is **the significance of logistics in marketing management**? Using a specific practical example, explain the role of logistics in marketing management processes. Analyze a seasonal consumer promotion for any brand.
17. Describe **the importance of reverse logistics in marketing management processes**. Explain the concept of reverse logistics using IKEA as an example.
18. Explain **the role of optimizing transportation and distribution processes in logistics**. Analyze the shipping processes of DHL, FedEx, TEMU, or Magyar Posta, and compare the operations of any two of these companies.
19. Present **the role of CMR from a marketing and logistics perspective**. Describe the significance of any CMR system from a marketing and logistics perspective.
20. Describe the **relationship between marketing strategy planning and logistics processes**. Explain and illustrate with a practical example why logistics processes must be taken into account in the initial phase of marketing planning. What logistics parameters must be considered when planning a new product?