

Each student must choose one research topic, taking into account the coverage of sub-points under each research topic.

The structure of the research should be as follows:

- **Part (1):** Title of the research topic
- **Part (2):** Introduction
- **Part (3):** Discussion of sub-points
- **Part (4):** Results
- **Part (5):** References

Model (1): Modern marketing system and model of the marketing process

- Discuss marketing concept.
- Explain modern marketing system
- Explain model of the marketing process
- Insights on Expanded model the marketing process

Model (2): Strategic marketing partners

- Concept of strategic planning
- Steps in strategic planning
- Concept of marketing strategy
- Steps in building marketing strategy
- How to manage marketing strategies and the marketing mix

Model (3): The marketing environment

- Concept of marketing environment
- Explain and discuss the microenvironment
- Explain and discuss the macroenvironment
- Discuss: firms should be pro-active rather than observing in respect to the marketing environment

Model (4): Business markets

- Concept of business buy behavior
- Business buying situations
- Participants in the business buying process
- The business buying process
- E-procurement

Model (5): Different types or classifications of products, services and brands

- Consumer and industrial products
- Decisions regarding products and services
- Services marketing
- Branding