

MASTER THESIS TOPICS IN THE MASTER PROGRAM IN DIGITAL MARKETING

Under the supervision of assoc. prof. Antoaneta Daneshka

1. The influence of AI on the digital marketing
2. Product policy in the context of digitalization
3. Communication policy in the context of digitalization
4. Channels of distribution policy in the context of digitalization
5. Creating value through data governance
6. Digital literacy and its role for successful marketing
7. Digital marketing from the perspective of cultural differences (or, the influence of the national culture factor on the international digital strategy)
8. Digital marketing in large multinational enterprises
9. Digital marketing in SME
10. The influence on Web3 on the digital marketing

Under the supervision of assoc. prof. Alexander Hristov

1. Current trends in the development of digital marketing
2. Digital marketing and content development in social media
3. Influence of social media on consumer behavior
4. Management of communities and comments in social media
5. Influencer marketing: planning and implementation of campaigns
6. Role of influencers on the brand awareness
7. Contribution of influencer marketing campaigns to the sales
8. Management of a digital marketing campaign in the field of (...)
9. Managing a digital marketing campaign: the example of (...)
10. Measurement and evaluation in digital marketing
11. Planning and implementation of a Facebook campaign
12. Planning and implementation of an Instagram campaign
13. Planning and implementation of a TikTok campaign
14. Mobile marketing: principles, practice, current developments