Bachelors of Commerce in Marketing (Honours)

2012

- Product Packaging – A Consumer’s and Manufacturer’s Perspective within the Local Market, Bugeja Keith, 2012.
- The Impact of Age and Gender on Consumer Behaviour towards online Shopping in the Fashion Industry: An Analysis of Maltese Online Buyers, Muscat Chantelle, 2012.
• The Impact of Direct Marketing on Customer Relationship Management, Grech Carmen, 2012.
• The McDonald’s Experience: Insights from the Maltese Market, Xuereb Klara, 2012.
• The Willingness to use Mobile Payments – the Maltese Scenario, Caruana Ruth, 2012.