Bachelors of Commerce in Marketing (Honours)

2011

- Attitudes towards The Use of E-Commerce for Mobile Credit Top-Up, Cassar Mark, 2011.
- FSC Certification in Malta: Overcoming Obstacles and Winning Support, Ferriggi Jeffrey, 2011.
- Gender Differences in Impulse Buying Behaviour, Bezzina Jeanessa, 2011.
- Involvement and Shopping: A Study of Women 30 to 50, Spiteri Sarah, 2011.
- Marketing Orientation in Local Auditing Firms, Formosa Grazielia, 2011.

• Social Media as a Branding Tool and Its Effect Among Generation Y, Farrugia Nicole, 2011.

• The Effect of Corporate Social Responsibility on Customer's Intention To Buy, Said Luca, 2011.

• The Effects of Customer Relationship Management on Customer Loyalty within The Financial Services Industry, Mallia Daniela, 2011.


• The Influence of Fear Marketing on Consumer Behaviour, Pickard Clive, 2011.

• The Role of Green Marketing in Developing Consumer Behaviour towards Green Products, Urso Martina, 2011.

• The Total Experience of Maltese Male Buyers when Visiting Retail Outlets, Debono John Paul, 2011.

• The Use of Facebook as a Marketing Tool - The Maltese Young Adults Female Market Sector, Formosa Claire Marie, 2011.