

Bachelors of Commerce in Marketing (Honours)

2013

- The Contribution of e-Customer Relationship Management to Online Customer Experience with Respect to Generation Y Users, Abela Anton, 2013.
- Analysis of the Role of Social Media Marketing and Communication in the Online Gambling Market, Behmann Markus, 2013.
- Is the Asian Market the Future of the EFL Schools in Malta?, Bugelli Luca, 2013.
- The Supplier and Customer Perceptions of the Product for 4 and 5 Star Hotels, Cachia Zammit Edward, 2013.
- A Study of the Effectiveness of Sponsorship in Malta, Camilleri Kimberly, 2013.
- Malta's Competitive Position in the UCITS Fund Industry, Cauchi Katia, 2013.
- The State of Play of Marketing in Practise in the 21st Century, Chrzonz, Marc Andre' Daniele, 2013.
- The Impact of Social Media on Consumer Behaviour in Fashion Retailing, Cini Katia, 2013.
- Evaluating the Promotional Campaign of Vodafone's Student Plan when Promoting to University of Malta Students, Connell Jurgen, 2013.
- A Customer Profile and Customer Experience of Maltese Telecommunications Websites - Accessed via Smartphone, Farrugia Vanessa Maria, 2013.
- Customer Experience and Engagement - The Perspective of a Local Telecommunications Company, Fenech Ivy Jean, 2013.
- The Retail Mix within the Context of Local Supermarkets, Fenech Lynn, 2013.
- The Marketing Promotional Mix of Adidas and Nike during the Euro 2012 Football Campaign, Grech Daren, 2013.
- I-Gaming and the EU - Level of Attractiveness of the EU Market for the I-Gaming Industry and the Opportunities of I-Gaming Companies to Gain Full Access to the EU Market, Grech Matthew, 2013.
- The Impact of Viral Marketing on Companies and the Attitudes of Young People in Malta, Grech Roxanne Marie, 2013.
- The P.E.A.C.H. Pattern - A Theoretical Approach to Branding in the Music Industry and the Values Instilled within Unrelated Products, Grima Ivan, 2013.

- Need of Dominance as a Consumer Behaviour Factor, Martyanov Ivan, 2013.
- Gender Attitudes and Motivational Influences Towards the Consumption of Alcoholic and Non-Alcoholic Beverages, Mercieca Matthea, 2013.
- Out with the Old, In with the New? - Traditional Media versus New Media in the Local Sector of Child Photography, Mizzi Monique, 2013.
- The Relevance Retail Banks give to Social Class in the Provision of Financial Services - The Maltese Context, Pace Gasan Deborah, 2013.
- Customer Relationship Management - The Potential of Social Media and Cloud Computing Toward Local Small-to-Medium Sized Enterprises, Saliba Roberto, 2013.
- The Credibility of Advertising - An Insight with a Special Focus on Print Advertising of Colour Cosmetics and Skin Care Products, Spiteri Claire, 2013.
- Analysis of Differences in Consumer Perceptions between Apple and Samsung Smartphones, Yam Anthony, 2013.