

## **Bachelors of Commerce in Marketing (Honours)**

2014

- AIESEC's Brand Equity at the University of Malta - With A Focus of Brand Awareness and a Sub Focus on Brand Image, Al-Attar Maysoon, 2014
- Shopping Orientation and Retail Mix Adaptation Variables – In the Local Male Clothing Sector, Attard Matthew, 2014
- Is Ryanair's Low Fare, Online Pricing Strategy Misleading or a Justifiable Way of Managing with Customer Demand?, Azzopardi Karl, 2014
- Social Marketing in Profit Businesses - Social Responsibility or Public Image?, Barona Padovani Caludia, 2014
- The Implementation of Integrated Marketing Communications in the Music Industry, Borg Jean Paul, 2014
- An Empirical Investigation of Customer Satisfaction in the Maltese Banking Industry, Busuttill Deborah, 2014
- What Influences Generation Y in Choosing Destinations?, Busuttill Joanne, 2014
- Self-Service Technology in Supermarkets – An Insight on the Factors Influencing the Attitude toward and Actual Use of Self-Service Technology within the Local Market, Cassar Reuben, 2014
- Building Brand Distinction and Marketing Orientation in the Marine Commercial Craft Sector, Cilia La Corte Carissa, 2014
- Evaluating the Online Shopping Experience versus the Brick-and-Mortar Shopping Experience: A Neuromarketing Overview, D'Amico Jessica, 2014
- The Impact of Social Media on Consumer Behaviour in the Travel Industry, Debono Joanne, 2014
- The Customer Journey - The Development of Marketing Strategy and Customer Relationship Management in the Retail Industry, Dimech Angela, 2014
- How do Consumers' Reactions Differ between Video and Printed Advertisements, Specifically in the Automotive Industry?, Farrugia Bertram, 2014
- Cultural Adaptation of the Retail Mix in the Fashion Industry - A Study on the Libyan Retail Sector, Fava Klara, 2014
- Social Stigma and Gender Specific Products in the Video Game Industry, Fava Petra, 2014

- Assessing Customer Perceived Service Quality - A Study of Automated Channels in the Maltese Banking Industry, Fenech Sarah, 2014
- Customer Perception - Burger King - An Insight into the Fast-Food Industry in Malta - The Perception of Maltese People, Aged 18-24, of Burger King with relation to Other Main Fast Food Franchises Found in Malta, Grech Ishmael, 2014
- Food for Thought - A Campaign to Promote Healthy Eating Patterns amongst Maltese Children, Grima Jessica, 2014
- The Attitude of the Maltese Consumer Market towards the Collection and Use of Coupons, Magri Roxanne, 2014
- The Consumer Buying Behaviour of a Gamer when Purchasing a First-Person Shooter Video Game, Micallef Adrian, 2014
- The Effects of Guerrilla Marketing on Brand Awareness, Michallef Michelle, 2014
- University of Malta Students' Opinions on the Importance of Branding when Selecting a Supermarket, Naudi Thomas, 2014
- The Implementation of Sustainable Marketing in the Local Context, Petroni Kyra, 2014
- The Perception of Brands - A Peek into a Customer's Mind, Portelli Vanessa, 2014
- The Impact of Electronic Word-of-Mouth on Hotel Booking Intentions, Vella Christine, 2014
- We are What We Eat - The Knowledge and Affective Components of Attitudes towards Canteen Food, Vella Maria, 2014
- The Use of Neuromarketing Techniques to Create a Positive Effect on Consumer Buying Behaviour for High-Street Fashion Retailers – A Neuromarketing Overview, Vella Sabrina, 2014
- Gender Segmentation when Choosing a Holiday Destination, Zammit Stephanie, 2014