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MA	"Effectiveness of Marketing Communication Tools on Consumer Decision to take Credit Cards"
ВА	"Brand Loyalty and Customer Satisfaction"

MSc	"Retail brands and their value offerings in the UK high street"
MBA	"A Strategic Analysis of ASDA"
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MSc	"Consumer Buying Behaviour – An Analysis into Impulse Purchasing of Newly Launched Products"
MSc	"An Exploration into Customer Awareness of Fair Trade Products and Corporate Social Responsibility within the UK Supermarket Industry"
ВА	"An Investigation into Consumer Online Shopping Buying Behaviour - A Case Study of Sainsbury's UK"
MA	"An Analysis into Online Shopping Factors Affecting Customer Satisfaction - A Case Study of Taobao"
ВА	"An Analysis of Consumer Choice: A Case Study Analysis of Tesco and IKEA"
MSc	"A Study into the Role of Advertising for Fashion Designers and Companies - The Impact of Celebrity Advertising on Fashion Consumers?"
MSc	"Gaining a Sustainable Competitive Advantage through Relationship Marketing: A Study of CHINA CYTS"
MSc	"An Analysis into Customer Loyalty and Customer Satisfaction - A Case Study of Tesco"
MSc	"An Assessment into the Use and Effectiveness of CRM at Amazon"
ВА	"An Investigation into the Effects of E-Marketing and Online Animated Advertising on Consumer Buying Behaviour"
ВА	"What is the Role Played by Social Media in Crisis Communications?"
ВА	"How Has Technological Advancements in Direct Marketing Affected the Business to Customer Relationship?"

ВА	"How Does The Country of Origin of a Product or Service Influence Consumer Buying Behaviour? A Study of British Airways"
MSc	"The Role of Relationship Marketing in Achieving a Competitive Edge in the UK Banking Industry: A Case from Barclays Bank Plc"
MSc	"What Is the Role and Influence of Relationship Marketing in the Retention and Acquisition of Customers? - A Case Study of Tesco"
ВА	"Does Internet Banking Affect Customer Loyalty Levels Within The UK Banking Industry?"
MA	"Is Fairtrade A Good Business Technique or Devious Marketing Ploy?"
ВА	"Can Mass Media Advertising Increase Consumer Perception To Better Brand Credibility?"
MA	"The Effects of Branding Strategy on the Smart Phone Market"
ВА	"The Relationship between Customer Satisfaction and Brand Loyalty in the UK Fast Food Industry"
ВА	"The Impact of Fast Food Consumption Trends on Consumer Behaviour. A Study of Pizza Hut UK"
ВА	"Evaluation of Key Factors That Determine Customer Loyalty towards an Ethnic Food Business"
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MSc	"An Analysis into the Importance of Advertising in the Retail Industry"
MSc	"An Investigation into the Growth and Perception of Ethnic Food at ASDA"
ВА	"A Study into Consumer Attitude and Perceptions towards a Brand during the Course of an Acquisition"
MSc	"A Study on How to Improve Customer Satisfaction in the UK Mobile Phone & Network Industry"
MSc	"To What Extent Does Colour Influence the Purchase of Clothes?"
MSc	"The Impact and Influence of Social Media on Consumer Branding and Relationships"
MSc	"Internet Marketing"
ВА	"The Effectiveness of Relationship Marketing: To what Extent Does David Lloyd Currently Use Relationship Marketing in its Member Retention Programme"
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ВА	"Advertising Of The UK Car Industry And Its Effects Upon Consumer Buyer Behaviour"
ВА	"Comparative Analysis of Marketing Strategy Effectiveness. Cadbury V Thorntons"
MSc	"An Exploration into The Relationship Between Brand Trust and Use of Loyalty Cards"
MSc	"Improving Customer Relations through Relationship Marketing"



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