RELACIÓN DE ESTUDIANTES QUE HAN REALIZADO EL TRABAJO FIN DE MÁSTER

Master in Marketing
Año Académico 2022/23)

Relación de estudiantes que han realizado el Trabajo Fin de Estudios (Año Académico 2022/23)				
TITULO	**ESTUDIANTE**	**CALIFICACION**	**NOTA**	**TUTOR**
"SOCIAL NETWORKS AND ELECTORAL RESULTS. ANALYSIS OF POLITICAL MARKETING THROUGH NEW TECHNOLOGIES APPLIED TO THE SPANISH PARTY SYSTEM."	682194	SUSPENSO	3,6	15750
An Analysis of Factors that Influence Customers' Interest in Fostering Vendor Relationships on LinkedIn in the B2B industry	635272	NOTABLE	7,4	11418
Artificial Intelligence and Experiential Marketing: exploring the role of AI systems' customization on customers' perceptions	678438	NOTABLE	7,7	6024
Beauty and Cosmetic Industry: Impact of AI on the Customer Journey	678415	APROBADO	6,2	19620
Beyond Sustainability: Unraveling the Paradox of Consumer Behavior and Non-Sustainable Brands	691946	APROBADO	5,2	12060
CELEBRITY INNOVATIVENESS EFFECT ON CELEBRITY ENDORSEMENT: FASHION MARKET POINT OF VIEW	671236	NOTABLE	7,1	10232
Consumer willingness to use virtual assistants: the influence of industry type and the threat of personal data exploitation.	683863	APROBADO	6,7	15750
Evaluating the Power of Slogans in Shaping Spotify User Behavior	692448	APROBADO	6,3	11418
Exploring the Influence of Luxury Brands Collaborations with Artist in the Fashion Industry	718964	NOTABLE	7,2	11418
Exploring the effectiveness of AR marketing tools in promoting La Liga	681732	APROBADO	5,2	11418
Exploring the interplay of emotional association: Guilt, Humour and Social context in Cause related Marketing campaigns.	692995	APROBADO	6,6	20239
From Clicks to Carts - Exploring Purchase Intentions in the Era of Media Integration	697282	APROBADO	6,0	10232
From Clicks to Purchases: the Effectiveness of Inbound Marketing Strategies in the Furniture Industry	680758	APROBADO	5,0	12060
From Scandal to Strength: Uncovering the Role of Consumer Personalities on Brand Loyalty and Self-Identification	675493	NOTABLE	7,7	12060
Gen Z Behavioral Intentions towards Augmented Reality: Differences between Utilitarian and Hedonic Products	677669	SOBRESALIENTE	9,0	17220
Gins and Grins: Unleashing the Power of Humor in Hendrick's Gin Ads	691938	SOBRESALIENTE	9,2	11418
Human vs Congruent Non-Human Chatbots: The Influence of Visual Identity of Chatbots on Brand Purchase Intention	678703	SOBRESALIENTE	9,0	17220
Influencer Marketing in the Age of Tiktok: A Focus on Content in Beauty Marketing	628736	APROBADO	6,8	11418
Investigating the Impact of Social Media Content on Behavioral Intention to Travel: Exploring the Effect of Consumer Behavior Change	690424	NOTABLE	8,7	15750
Landing page optimization: the impact of the amount of information displayed in terms of trust perceived	681538	SOBRESALIENTE	9,0	12060
Minimalism as an Attention-Capturing Strategy: A Study on its Effectiveness for Individuals with ADHD	695429	APROBADO	5,7	19620
Omnichannel strategies in fashion brands: the store-mode impact on consumers brand attitude	694882	NOTABLE	7,7	11418
Sustainable Communication Strategies for Improving Trust and Authenticity of Fashion Brands: A Case Study of the H&M Group	676447	NOTABLE	7,5	19620
Sustainable Rewards for Satisfied Flyers: Analyzing the Influence of Green Loyalty Programs on Customer Satisfaction in the Airline Industry	690379	APROBADO	6,3	6024
The Effect of Deinfluencing on Consumer Perception	698052	NOTABLE	8,1	11418
The Impact of Limited Edition Products in Pop-up Stores: Perceived Urgency, Brand Perception, and Consumer Behavior	635945	APROBADO	6,4	10232
The Impact of Share of Search as a Key Metric for Predicting Market Share in the Travel and Tourism Industry	588033	NOTABLE	8,8	17221
The Impact of Virtual Influencers on Consumer Behavior	680421	NOTABLE	7,0	10232
The Impact of the Long-term Orientation Cultural Dimension on Advertisement: A Cross-Cultural Study of Brazil and Germany	690475	NOTABLE	8,4	11418
The Kings League phenomena, why consumers are more attracted to new customer-centric types of entertainment and the future of the sport	401284	APROBADO	6,0	20239
The Power of Customization: Applications of Artificial Intelligence for Customization in the Tourism and Hospitality Industry	674887	NOTABLE	8,0	11418
The effect of fake news on consumer¿s purchase intention and WoM	342403	NOTABLE	8,5	6024

Master in Marketing
Año Académico 2022/23)

Relación de estudiantes que han realizado el Trabajo Fin de Estudios (Año Académico 2022/23)				
TITULO	ESTUDIANTE	CALIFICACION	NOTA	TUTOR
The effects of funny and political Ryanair̊s social media content on brand perception and booking behavior.	678795	NOTABLE	7,5	11418
The extent to which Barilla's 2020 repackaging has been effective in increasing purchase intention in Italy.	683448	NOTABLE	7,4	12060
The impact of Brand Authenticity on Purchase Intention in the Cosmetics Industry: the moderating role of Consumer Knowledge	680234	NOTABLE	8,0	15750
The impact of body positivity campaigns in athleisure brands.	675349	NOTABLE	7,1	11418
The impact of the Region of Origin Effect: the case of olive oil	676855	NOTABLE	7,0	11418
The independent attribute in the publishing industry	678783	APROBADO	6,3	10232
The influence of Instagram Micro-influencers on Generation Z̊s purchasing decisions for cosmetic products	718188	APROBADO	6,5	11418
The influence of political marketing on the youth vote in the 2023 Castelldefels elections	650386	APROBADO	6,7	6024
The role of music in advertising and its influence on consumer psychology and their purchase intention	682115	NOTABLE	7,2	15750
Transmedia Storytelling from Streaming Series to Comics	718613	NOTABLE	7,7	10232
Unveiling the Relationship between Share of Search and Market Share: A study of the Automobile Market in Spain	681172	MATRÍCULA HONOR	9,6	17221
TOTAL 43				

GDC: Datos obtenidos para el proceso de indicadores a fecha 15/11/2023

Trabajos presentados y calificados