

Field Projects 2009/2010

COMPANY	PROJECT TITLE	TUTOR
Aduno	Social network analysis within Aduno	Gianluca Carnabuci
Audi	How to communicate and implement the Audi brand on a global level	Francesco Lurati
Banque Cramer & Cie	Grant-making foundations in Ticino.	Gianluca Colombo
Credit Suisse	Analysis and suggestions for repositioning of the "Academica" package	Filippo Wezel
Evolve	Studio preliminare per l'ingresso in un nuovo business di servizi	Andreina Mandelli
FastVit srl	Evaluating the market for a new product introduction	Gianluca Carnabuci
Ginsana	Assessing organizational culture and identity of Ginsana: evolution and prospects	Francesco Lurati
Knauf	Analysis of Knauf's services offered online	Gianluca Colombo
Lufthansa Technik	Customer acquisition strategy: developing a communication concept	Nikolaus Beck
Mikron Tool	Proposal of a distribution strategy for the EU market	Ivan Snehota
Municipio Campione	Campione and Ticino: an analysis	Balasz Kovacs
Pepsi	Pepsico Iberia: internal employer branding	Filippo Wezel
Pramac	Analysis of the global market for solar panel	Ivan Snehota
Swiss Stem Cell Bank	A new opportunity in regenerative medicine	Suzanne Suggs
Ticino Body Work Repair Association USIC	Strategic and communication plan for the Ticino Bodywork Repair Association	Carmine Garzia
UBS	SME's analysis	Carmine Garzia
USA – Swiss Chamber of Commerce	The Ticino Canton Competitive Advantage – A Comparative Study (TICA Project)	Balasz Kovacs
Vodafone	Website communication and customer experience	Andreina Mandelli