

Field Projects 2010/2011

COMPANY	PROJECT TITLE	TUTOR
Alessi	Development of a methodology to map the main product categories within the housewares sector	Eric Larsen
BIC	BIC	Ivan Snehota
Credit Suisse	How could Credit Suisse bring its clients close again, after having made them independent	Filippo Wezel
EGL Italia	Analysis of the Italian Energy Market and Branding Strategies for EGL Italia	Eric Larsen
Guaber (project 1)	A new marketing strategy for Vim	Nikolaus Beck
Guaber (project 2)	Marketing strategy for Coloreria italiana	Gianluca Colombo
Infiniti	Brand Advocacy Communication Strategies	Michael Gibbert
Knauf Italy	Customer Satisfaction Measurement of Products and Services	Carmine Garzia
Lambertini, Ernst and Partners SA	Competitive Advantages of a Business Settlement in Ticino	Nikolaus Beck
Loris Kessel auto SA	Supercar Promotion Consulting	Balázs Kovács
Lufthansa Italia	Market Analysis of Ticino based companies	Michael Gibbert
Mikron Tools	Mikron Tools: costing and pricing	Ivan Snehota-Daniela Corsaro
North Face	A European Landscape Research on Snowsports Events	Peter Seele
Olivier Föllmi	Communication Study for Olivier Föllmi	Francesco Lurati
Porsche Consulting Milano	Development of Cost Deployment tools for Porsche Consulting Italia S.r.l.	Paulo Gonçalves
Rotary Club Lugano	Knowledge and Perception of Rotary Club in Lugano	Filippo Wezel
Società Navigazione Lago di Lugano	SNL: the implication of boat transportation on the local population	Balázs Kovács
Softline	Softline	Gianluca Carnabuci
Studio Moderna	Customer Engagement Project for Dormeo	Peter Seele
Terreni alla Maggia SA	The assessment of the distribution and communication policies	Carmine Garzia
USA-Swiss Chamber of Commerce	Tourism in Ticino: A Business Study	Gianluca Colombo
Valora	Analysis and mapping of conversations about the Valora retail brands on social media sites	Andreina Mandelli

Field Projects 2010/2011

Waterline	Waterline pouch making machines	Daniela Corsaro
ZEGNA	Ermenegildo Zegna Watches: exploring new luxury opportunities	Gianluca Carnabuci