

## Field Projects 2011/2012

COMPANY	PROJECT TITLE	TUTOR	MASTER
Agire 1	Promoting Ticino region as a platform for venture capital investors and investments	Carmine Garzia	Master in Marketing and Management
Agire 2	Creating a biomedical cluster in Ticino	Carmine Garzia	Master in Marketing and Management
Knauf	Analysis of Knauf positioning and its main competitors in Italy	Gianluca Colombo	Master in Marketing and Management
USA – Swiss Chamber of Commerce	Ticino as a Location for Start-ups: Situation and Prospects	Gianluca Colombo	Master in Marketing and Management
Guaber	Vape friendly protection	Nikolaus Beck	Master in Marketing and Management
Credit Suisse 1	A war for talents: retention issues at Credit Suisse	Filippo Carlo Wezel	Master in Marketing and Management
Credit Suisse 2	How to leverage online marketing, by focusing on social media, to attract Swiss students to the retail banking of Credit Suisse. Suggestions for channels and appearance	Filippo Carlo Wezel	Master in Marketing and Management
AMAG	Customer satisfaction and CRM	Andreina Mandelli	Master in Marketing and Management
Ottica Belotti 1	Belotti Ottica & Udito	Michael Gibbert	Master in Marketing and Management
Ottica Belotti 2	Blitz	Daniela Corsaro	Master in Marketing and Management
Swiss Chamber of Commerce in Italy	A marketing and communication strategy for the new SWISS CORNER in the heart of Milan	Balazs Kovacs	Master in Marketing and Management
Mikron Tools	Reviewing distribution system and processes	Daniela Corsaro	Master in Marketing and Management
Ginsana 1	Industrial Business Co-marketing project	Ivan Snehota	Master in Marketing and Management
Ginsana 2	Forming the next-generation managers at Ginsana	Gianluca Carnabuci	Master in Marketing and Management

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Ginsana 3	Getting to know Swiss pharmacists' and druggists' opinion on the product Ginsana	Peter Schulz	Master in Communication, Management & Health
European Society for Medical Oncology (ESMO)	How do non-members see ESMO and what prevents them from joining?	Peter Schulz	Master in Communication, Management & Health
Health Promotion Switzerland	Exploratory Study on nutrition and physical activity in academic high schools and vocational schools in Switzerland	Peter Schulz	Master in Communication, Management & Health
La Ghirada	La Ghirada-Primo sport 0246	Balazs Kovacs	Master in Marketing and Management
ISS	Facility Services in the hospital sector	Nikolaus beck	Master in Marketing and Management
Lallemand Pharma	How to Develop a Sustainable bacterial Lysate Market in Latin American Countries	Andreina Mandelli	Master in Marketing and Management
Ilapack	Ilapack pricing strategy	Ivan Snehota	Master in Marketing and Management
Papierfabrik Louisenenthal GmbH	Social media for securities companies	Michael Gibbert	Master in Marketing and Management
Service de la Culture de l'Etat du Valais	Communicating culture: Evaluation of the strategy and the tools of Service de la Culture	Francesco Lurati	Master in Corporate Communication
Bally	Internal communication: development of intranet content	Peter Seele	Master in Corporate Communication
Swisscom	Campus project: The role of Employees as brand ambassadors in newly re-designed shops	Peter Seele	Master in Corporate Communication
Zegna	Communicating Ermenegildo Zegna as an Employer of First Choice through its career space	Francesco Lurati	Master in Corporate Communication