

## Field Projects 2012/2013

COMPANY	PROJECT TITLE	TUTOR	MASTER
Farmacie CELESIA Group	Healthcare information flow among Italian institutions	Michael Gibbert	Master in Marketing
Ruag	Competition analysis and innovative marketing measures to gain the competitor's customers	Ivan Snehota	Master in Marketing
Pirelli tyres Spa	Winter digital engagement platform	Andreina Mandelli	Master in Marketing
Giorgio Armani Spa	The customer service department assessment	Ivan Snehota	Master in Marketing
SBB	Introduction of the allocated day pass	Reto Hofstetter	Master in Marketing
Pedersoli - Val Trompia	A tale of two guns, exporting muzzle loading guns into Russian market	Michael Gibbert	Master in Marketing
BiC	Swiss market for lighters	Reto Hofstetter	Master in Marketing
DSE, Italy	Social media strategy for DSE	Andreina Mandelli	Master in Corporate Communication
Riri, Switzerland	Integrated communication plan for the new Riri brand position	Francesco Lurati	Master in Corporate Communication
USI	USI Reputation	Francesco Lurati	Master in Corporate Communication
Danpower, Germany	Optimizing internal communication for Danpower	Peter Seele	Master in Corporate Communication
Swissport, Switzerland	Social media audit for Swissport	Peter Seele	Master in Corporate Communication
Novartis	Differentiated Pricing Communication Strategy	Peter Schulz Dr Evi Germeni Bénédicte Pansier	Master in Communication, Management and Health
Ginsana	How to use social media to target pregnant women and promote a new multi-vitamin product in Italy?	Peter Schulz Dr Maddalena Fiordelli Bénédicte Pansier	Master in Communication, Management and Health
Swiss Red Cross Regional Blood Service	How to increase blood donations among USI students?	Peter Schulz Dr Nicola Diviani Bénédicte Pansier	Master in Communication, Management and Health
Health Promotion Switzerland	The Swiss beverage industry: an analysis of current product and marketing strategies regarding sugar sweetened beverages	Peter Schulz Arthur Dubowicz Bénédicte Pansier	Master in Communication, Management and Health
BSI Bank	Cross-sectional Determinants of Performance in the Equity and Fixed-Income Spaces	Francesco Franzoni	Master in Banking and Finance
Swiss Social Security Funds	Asset Allocation and Liquidity Constraints	Francesco Franzoni	Master in Banking and Finance

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<b>MVC &amp; Partners Swiss Family Office</b>	Hedging Bond Portfolio Risk using Credit Derivatives	Eric Nowak	Master in Banking and Finance
<b>PKB Privatbank</b>	Client Profiling in Portfolio Management and Advisory: The New Regulatory Trends and PKB Policy	Eric Nowak	Master in Banking and Finance