

Field Projects 2014/2015

| COMPANY | PROJECT TITLE | TUTOR | MASTER |
|---|--|---|----------------------------------|
| BSI | Portfolio Management in Private Banking | Francesco Franzoni | Banking&Finance |
| SIX Swiss Exchange | Industry ownership structures as a determinant for the propensity to seek a public listing of equity | Erik Nowak | Banking&Finance |
| Zurich Insurance Group | Econometric analysis of the equity portfolio alpha | Felix Schlumpf | Banking&Finance |
| ESMO | Evaluation and monitoring of ESMO Brand reputation online and on social media platform | Dr. Maddalena Fiordelli, Prof. Peter Schulz | Communication, Management&Health |
| GAVI vaccine alliance | Gavi/Lions Club Collaboration: Exploratory Study on the Lions Club's Social Mobilization for Measles/Rubella Vaccination in Tanzania | Dr. Maddalena Fiordelli, Prof. Peter Schulz | Communication, Management&Health |
| Ginsana SA | Monitoring of the online discussion on natural medicine in European and Middle-east countries | Dr. Maddalena Fiordelli, Prof. Peter Schulz | Communication, Management&Health |
| SFI | Development of a pyramid advisory board and related communication strategies for GINSANA | Dr. Maddalena Fiordelli, Prof. Peter Schulz | Communication, Management&Health |
| Airlight Energy Manufacturing SA | Identity discovery for communication strategy | Francesco Lurati | Corporate Communication |
| F. Hoffmann-La Roche Ltd. | Enhancing the brand and reputation infrastructure at F. Hoffmann-La Roche Ltd. | Francesco Lurati | Corporate Communication |
| Golf Club Lugano | Golf Club Lugano's brand and communication strategy | Francesco Lurati | Corporate Communication |
| VF International SAGL | Customization of the corporate intranet LOOP for EMEA | Francesco Lurati | Corporate Communication |
| #Be | #Be market analysis | Gianluca Colombo | Management |
| AIL | Sustainable mobility project | Balazs Kovacs | Management |
| Canon Italia Spa | Communication, new media and opportunities for the digital printing | Matteo Prato | Management |
| Città di Lugano | Sviluppo di un sistema di valutazione del personale | Gianluca Carnabuci | Management |

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| Cysco | Corporate Opcos cultural analysis | Gianluca Carnabuci | Management |
| Deloitte SA | The industrial cluster in Ticino: benefits from future challenges and opportunities | Nikolaus Beck | Management |
| Designergy | Designergy's strategy review | Nikolaus Beck | Management |
| Gromart S.p.A | Launch and promotion of two new Grom products: Grom cones and Grom "gelato ricoperto" | Edoardo Mollona | Management |
| Knauf - Campo alla Sughera | Analysis of marketing and sales data | Gianluca Colombo | Management |
| LAC | A marketing plan for corporate services | Gianluca Colombo | Management |
| Lemoine international | Implementation and research on Lemoine International business | Carmine Garzia | Management |
| Quanta Ressources Humaines SA | Expansion opportunities across Switzerland | Matteo Prato | Management |
| SC Marketing consult | Marketing for a non-profit organization | Dirk Martignoni | Management |
| Solterra SA | Consulenza Solterra SA | Edoardo Mollona | Management |
| Tiziano Fine Chocolate Sagl | Start-up of "Tiziano Fine Chocolate Sagl" | Carmine Garzia | Management |
| USA-Swiss Chamber of Commerce | Measure the impact of family firms in the Canton of Ticino | Gianluca Colombo | Management |
| U-Start | The family office investment approach | Dirk Martignoni | Management |
| VF | Bull's eye consumer – buy-in within the brand | Balazs Kovacs | Management |
| B-Source | BSM Analytical Reporting Framework | Marc Langheinrich | Management&Informatics |
| B-Source | Quality Center Reporting Framework | Marc Langheinrich | Management&Informatics |
| Corner Banca SA | Youth segment analysis | Reto Hofstetter | Marketing |
| Hilti | Fleet management in Hilti Tessin | Ivan Snehota | Marketing |
| Hoosh Technology SA | Hoosh marketing plan for U.S. entry | Andreina Mandelli | Marketing |
| Ilapak International SA | Ilapak brand customer perception survey | Ivan Snehota | Marketing |

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| Microsoft | What are the factors inhibiting SMEs to exploit the full potential of Microsoft's offerings? | Ivan Snehota | Marketing |
| Pianoforte Academy (Jaked) 1 | Stores concept and visual merchandising | Michel Gibbert | Marketing |
| Pianoforte Academy (Jaked) 2 | Stores concept and visual merchandising | Michel Gibbert | Marketing |
| Publisuisse | How companies located in Canton Ticino perceive the online advertising activity | Andreina Mandelli | Marketing |
| SelectTrade | Evaluation of Lindt's customers sensitivity towards the proximity marketing technology | Reto Hofstetter | Marketing |