

Field Projects 2017/2018

Company	Project title	Tutor	Master
Gruppo San Donato	Valutazione dell'efficacia della Campagna 5x1000 del Gruppo Ospedaliero San Donato	Elisa Galimberti	Cognitive Psychology in Health
Associazione "Salute Allo Specchio" (Onlus)	The use of Private online chat as new therapeutic instrument on the context of cancer patients	Elisa Galimberti	Cognitive Psychology in Health
Associazione Psicologi Ticinesi ATP	Valutazione dell'efficacia della Campagna Sociale ATP 2016/2017	Elisa Galimberti	Cognitive Psychology in Health
Istituto Ricerche di Gruppo IRG	Valutazione delle strategie di comunicazione e marketing legate al percorso formativo in Counseling proposto dall'Istituto Ricerche Gruppo	Elisa Galimberti	Cognitive Psychology in Health
Novartis International	Novartis engagement with a young audience through Social Networks in Switzerland	Maddalena Fiordelli	Communication, Management & Health
Clinica Luganese Moncucco	Exploratory study on doctors', patients' and population's needs and expectations towards communication contents and channels	Maddalena Fiordelli	Communication Management & Health
HCAP	Brand development for supporting commercial strategy	Francesco Lurati	Corporate Communication
Guess	Corporate Culture assessment and awareness development	Francesco Lurati	Corporate Communication
PostFinance	Developing internal communication management	Jeanne Mengis	Corporate Communication
AIF Ticino	Business strategy for AIF Ticino	Gianluca Colombo	Management
Knauf	Customer service models 4.0.	Gianluca Colombo	Management
SAATI	Generations at work	Nikolaus Beck	Management
Skills Alliance	Research - US Medical Device Start-ups	Dirk Martignoni	Management
Stralugano	How to make the event more sustainable, increase participants and build long-term relationships with sponsors and partners	Nikolaus Beck	Management

Azienda Elettrica Massagnese	Solution for energy world in transition	Prof. Ivan Snehota	Marketing
Ilapak	Social Media Strategy for Ilapak	Prof. Luca M. Visconti	Marketing
Radiotelevisione Svizzera RSI	RSI's User Personas	Prof. Andreina Mandelli	Marketing
Sapori Ticino	Niche products from the valleys of Lugano	Prof. Michael Gibbert	Marketing
Scuola Svizzera di Sci Lugano	Rethinking SSSL's corporate identity and communication through customer touchpoints	Prof. Luca M. Visconti	Marketing
Settimane Musicali di Ascona	Repositioning the group for a new market segment	Prof. Michael Gibbert	Marketing
Loonity	Improving the user experience of a local community coop service	Marc Langheinrich	Management & Informatics
ENVESTIS HOLDING Lugano	Business Plan for Tradekoo.com, a B2B Marketplace	Francesco Franzoni	Finance, Banking & Finance
Divisione eventi e congressi della Città di Lugano e Trasporti Pubblici Luganesi TPL	Opportunità, idee e progetti per la valorizzazione del Monte Brè e della sua Funicolare	Stefano Scagnolari, Léna Pellandini-Simányi	International Tourism
Tipsweek.ch	Market expansion strategy	Stefano Scagnolari, Léna Pellandini-Simányi	International Tourism
Organizzazione Turistica Luganese	Opportunità, idee e progetti per la valorizzazione del Lago di Lugano	Stefano Scagnolari, Léna Pellandini-Simányi	International Tourism