

Field Projects 2018/2019

Company	Project title	Tutor	Master
Servizio di Psichiatria e Psicologia Medica dell'Organizzazione e Sociopsichiatria Cantonale	Analysis and intervention plan of communication processes between SPPM and the surgery department of the Civico Hospital. The liaison between psyche and soma in the surgery department	Serena Petrocchi	Cognitive Psychology in Health
ASI-ADOC	A FREE MIND. Preventive Campaign on Depression Stigma Reduction in Ticino Young Adults	Serena Petrocchi	Cognitive Psychology in Health
Ufficio del Medico Cantonale	Studio esplorativo della risposta alla direttiva cantonale sull'obbligo di utilizzo della mascherina durante il periodo di epidemia influenzale	Maddalena Fiordelli	Communication Management & Health
Neuro Research Office, Kantonsspital Aarau	The improved online appearance of Neurochirurgie Aargau	Maddalena Fiordelli	Communication Management & Health
Locarno Film Festival	Scenario(s) for an internal agency to manage partners	Francesco Lurati	Corporate Communication
Skyguide	Internal communication project at Skyguide	Jeanne Mengis	Corporate Communication
European academy of allergy and clinical immunology (EAACI)	Analysis of EAACI Corporate Identity in regard to patients	Francesco Lurati	Corporate Communication
LFA - Lugano Financial Advisors	A Quantitative Model for Stock Selection in Asset Management	Francesco Franzoni	Finance
OpenFunds Investment Services	AIFMD-Compliant Leverage Threshold Monitoring of a Derivative Hedge Fund Portfolio for a Luxemburg SIF-SICAV	Eric Nowak	Finance
Albisetti Industries s.r.l	Market analysis of Zadig & Voltaire swimwear and beachwear licensing	Dirk Martignoni	Management
AIF Ticino	AIF Ticino	Gianluca Colombo	Management
Knauf Italia	La strategia di Knauf Italia per il mercato B2C	Gianluca Colombo	Management

Agrigal	The internationalization strategy of Agrigal	Nikolaus Beck	Management
AkzoNobel	ACE Segment: a new approach for Italian market - USI Lugano for AkzoNobel	Nikolaus Beck	Management
Audemars	Watch Museum Lugano	Carmine Garzia	Management
SANA	Analysis of the SANA SA business (general issues in the healthcare system, competitiveness, usability-)	Emanuele Bettinazzi	Management
Municipio Lamone	Comune di Lamone Mobility	Emanuele Bettinazzi	Management
Mammut	If the shoe fits: Mammut next steps	Dirk Martignoni	Management
Casa Annita	Artist and Champions in Residence - a new approach to the Hotel Business	Dirk Martignoni	Management
Homebaker	Homebaker branding strategy for the newco by Mulino Maroggia	Luca Visconti	Marketing & Transformative Economy
ILLVA	Disaronno and Millennials: is there room for a new positioning within the Swiss Market?	Luca Visconti	Marketing & Transformative Economy
Luxury Goods International	Improving Customer Satisfaction at LGI's Customer Service	Luca Visconti	Marketing & Transformative Economy
CP Start-up	Coworking Community communication tools	Marc Langheinrich	Management & Informatics
Growing Power	Customer Retention & Care	Marc Langheinrich	Management & Informatics