

## Field Projects 2019/2020

Company	Project title	Tutor	Master	Academic year
Comparis.ch	Search behavior and needs of the Swiss population when looking for health-related topics online: Opportunity generation based on cluster identification. More Vets Less Stress	Serena Petrocchi	Cognitive Psychology in Health Communication	2019/2020
Comparis.ch	What Do Swiss People "Like" in Their Doctor Searches?	Serena Petrocchi	Cognitive Psychology in Health Communication	2019/2020
Department of Neurosurgery, Kantonsspital Aarau	Developing a research-oriented fundraising strategy for the department of neurosurgery	Maddalena Fiordelli	Communication, Management and Health	2019/2020
ATS - Advanced Technology Solutions	Internal communication strategy for change management	Jeanne Mengis	Corporate Communication	2019/2020
CP Start-up	Positioning CP Start-Up: identity and 360° stakeholder communication	Francesco Lurati	Corporate Communication	2019/2020
ESMO (European Society for Medical Oncology)	Integrated Internal Communication. From newsroom to channel management	Jeanne Mengis	Corporate Communication	2019/2020
LFA - LFG	Development of a Robo Analyst for investment decisions in the equity space	Francesco Franzoni	Finance	2019/2020
Officina della Finanza	Development of a Risk Map for assessing risks of family office clients	Francesco Franzoni	Finance	2019/2020
Il Gergo (Speranzoni)	The possible internationalization strategy in the Swiss market of an Italian family business: Il Gergo	Carmine Garzia	Management	2019/2020
Bambood	Entry model line's introduction in Bambood - Assessment and evaluation	Stefan Arora-Jonsson	Management	2019/2020
Alsco Swiss	Gestione strategica dell'acquisizione di un'azienda	Carmine Garzia	Management	2019/2020
Ferrero International	Ferrero Next Steps: a study on potential logistics scenarios	Emanuele Bettinazzi	Management	2019/2020

AFM Group	Emerging from Covid-19 crisis Business strategy in the aviation industry	Stefan Arora-Jonsson	Management	2019/2020
MASABA Coffee	A direct sales model proposal for Masaba	Nikolaus Beck	Management	2019/2020
Mammut	Market and Competitor Analysis Trekking and Hiking Shoes	Dirk Martignoni	Management	2019/2020
Sinomedica	Competitors Analysis and Digital Strategy Development	Gianluca Colombo	Management	2019/2020
Knauf	Project on Sustainability	Gianluca Colombo	Management	2019/2020
SIMI Group	Customer acquisition in the South Swiss Market: the case of the Simi Group s.r.l	Dirk Martignoni	Management	2019/2020
Belotti Group	Brand Refresh	Emanuele Bettinazzi	Management	2019/2020
Red Cross Ticino	Analyzing the negative evolution of donations in Ticino. Identify the main causes and suggest response strategies.	Nikolaus Beck	Management	2019/2020
Mandarin Oriental Lago di Como	Analysis on the hotel's new location and outlets to determine their potential of attractiveness and propose solutions to appeal high-income international tourists.	Luca Visconti	Marketing and Transformative Economy	2019/2020
Mandarin Oriental Lago di Como	Analysis on the hotel's new location and outlets to determine their potential of attractiveness for local dwellers and for customers coming from a wider catchment area, which included the metropolitan area of Milan.	Luca Visconti	Marketing and Transformative Economy	2019/2020
Robert Bosch	Bosch Switzerland Power Tool Division: "Omni-channel strategy with a pull marketing approach for the Swiss market".	Luca Visconti	Marketing and Transformative Economy	2019/2020
Avaloq	AI/ML in BpaaS Operations - Management of unstructured data	Marc Langheinrich	Management and Informatics	2019/2020
SYLZ c/o CP Start-up	Designing a mobile app for a novel online shop for local products	Marc Langheinrich	Management and Informatics	2019/2020
CP Startup	Requirements Analysis of a Startup Communication Tool for Discussing Funding Opportunities	Marc Langheinrich	Management and Informatics	2019/2020