

Field Projects 2020/2021

Company	Project title	Tutor	Master
Associazione Ticinese Psicologi	The media exposure of ATP on social networks: positioning and visibility of the category, contents organization and selection for an effective placing	Serena Petrocchi	Cognitive Psychology in Health Communication
Careum Hochschule Gesundheit / Kalaidos University	The Young Carer's journey: identify, support, and listen to young carers in Ticino	Serena Petrocchi	Cognitive Psychology in Health Communication
Navisano	Patient Empowerment through Digital Business	Serena Petrocchi	Cognitive Psychology in Health Communication
IRCCS Ospedale San Raffaele	Collaboration between hospital and territory during the COVID pandemic	Chiara Ferrero	Cognitive Psychology in Health Communication
Gruppo San Donato	The impact of Covid-19 on patient satisfaction indicators	Chiara Ferrero	Cognitive Psychology in Health Communication
IRCCS Ospedale San Raffaele	Distance learning: satisfaction and impact	Chiara Ferrero	Cognitive Psychology in Health Communication
University Children's Hospital Zürich	How to best address children by taking into account their health literacy levels. Documentary Analysis	Maddalena Fiordelli	Communication Management and Health
University Children's Hospital Zürich	How to best address children by taking into account their health literacy levels. Instrument development	Maddalena Fiordelli	Communication Management and Health
Centralis	Aligning values for an enhanced sense of purpose and identification	Jeanne Mengis	Corporate Communication
HYDAC	Energizing Innovation @ HYDAC Mezzovico	Jeanne Mengis	Corporate Communication
Locarno Film Festival	Bring to life sustainability in the LFF brand	Francesco Lurati	Corporate Communication

Bank Safra Sarasin	ESG Engagement and Voting by Institutional Investors	Eric Nowak	Finance
Banca Zarattini	Performance and composition of thematic and ESG-compliant ET	Francesco Franzoni	Finance
Alsco	New Strategy for the Swiss Market	Emanuele Bettinazzi	Management
Bambood	Launching a new startup / line which is a continuation of Bambood	Paul Gouvard	Management
Credit Suisse	Future Trends in Office Work	Emanuele Bettinazzi	Management
Knauf	CRM Electronic Commerce in the Construction Industry	Gianluca Colombo	Management
Mammut	Analysis of Trends for hiking and trekking shoes in South America and East Europe	Dirk Martignoni	Management
Masaba Coffee	Create a new coffee experience to accomplish loyalty toward the product	Paul Gouvard	Management
Red Cross	How the communication can be better styled to target under 40's	Emanuele Bettinazzi	Management
Rhodanus Watch Factory AG	New strategies for new times in the watch assembly industry	Paul Gouvard	Management
SFI (Soho Flordis International)	Social Listening Analysis for the Italian Probiotics Market	Gianluca Colombo	Management
Sinomedita	Internationalization strategy	Gianluca Colombo	Management
USI Master in Management	Development of a social media strategy for USI's master in management	Dirk Martignoni	Management
USI Master in Management	Competitor Analysis of USI's master in management	Dirk Martignoni	Management
Carrera Toys	Design of a multichannel strategy for the Italian market and development of Trade Marketing actions.	Luca Visconti / Roberta De Sanctis	Marketing and Transformative Economy
Homebaker	New business development and competitive analysis in European markets	Luca Visconti / Roberta De Sanctis	Marketing and Transformative Economy
Surgital	Consumer perception's analysis of frozen products in Ticino, with a focus on the brand Piacere Mio!	Luca Visconti / Roberta De Sanctis	Marketing and Transformative Economy
VF International - Timberland	Development and launch of an intra-company platform for digital volunteering in the EMEA region	Monica Mendini	Marketing and Transformative Economy
Cornèr	Could Adoption in Banking and Financial Services	Marc Langheinrich	Management and Informatics
Shopperlink	A Marketing Plan for ShopperLink	Marc Langheinrich	Management and Informatics
Smartpantry	A Business Analysis for the SmartPantry App	Marc Langheinrich	Management and Informatics