

Field Projects 2021/2022

Company	Project title	Tutor	Master
Clinica Sant'Anna	Promoting effective communication inside and outside a health clinic: listen to more than just words	Serena Petrocchi	Cognitive Psychology in Health Communication
Navisano	Exploring strengths and limitations of the digital business in the health sector	Serena Petrocchi	Cognitive Psychology in Health Communication
Ufficio Federale della Sanità Pubblica	How do we reach out socio-economically disadvantaged people?	Serena Petrocchi	Cognitive Psychology in Health Communication
I.R.C.C.S. Ospedale San Raffaele	Collaboration between hospital and territory: new sanitary regulation, possible intervention and COVID impact	Chiara Ferrero	Cognitive Psychology in Health Communication
Telethon	Brand personality analysis and digital brand implementation strategies	Chiara Ferrero	Cognitive Psychology in Health Communication
Mind	Coming back to the senses	Chiara Ferrero	Cognitive Psychology in Health Communication
The Art Program	How to grow a start up: analysis and communications strategies	Chiara Ferrero	Cognitive Psychology in Health Communication
Ente Ospedaliero Cantonale	How to develop a brand communication strategy by learning from competitors' best practices	Maddalena Fiordelli	Communication Management and Health
Navisano	How to communicate with doctors and private practices to generate trust	Maddalena Fiordelli	Communication Management and Health
Navisano	How to differentiate online advertising for digital health products	Maddalena Fiordelli	Communication Management and Health
BeeHelpful	Designing the PrimalBee Foundation	Francesco Lurati	Corporate Communication
Ente Ospedaliero cantonale	Risk Management	Jeanne Mengis	Corporate Communication

Mulino Maroggia	Storytelling archive for the Mulino Maroggia	Francesco Lurati	Corporate Communication
Banca del Sempione	Integration of ESG analysis in a traditional multi-asset class strategy	Francesco Franzoni	Finance
Banca del Sempione	Aligning the new SFDR to the current portfolio	Eric Nowak	Finance
SIX Swiss Exchange AG	The State of Carbon Offset Markets and the Role of Organized Financial Market Infrastructure Providers in the Fight against Climate Change	Eric Nowak	Finance
Mbaer Bank	Strategic Asset Allocation in the Fixed Income Space using Factor Investing	Francesco Franzoni	Finance
Knauf	Blockchain Applications in the B2B Market	Gianluca Colombo	Management
Sinomedica	Entering Foreign Markets and Value Proposition	Gianluca Colombo	Management
SFI	6 months after the launch of the key product of the cognitive line (Equazen®) in France through Amazon: evaluation and possible improvements.	Gianluca Colombo	Management
Barocco Galleggiante	Cultural tourism project Lugano Lake region	Emanuele Bettinazzi	Management
Fox Town	Fox town tourism: Synergies with the tourism offers. Tourist flows.	Emanuele Bettinazzi	Management
Banca Sempione	Banca del Sempione: towards a more sustainable Private Bank	Dirk Martignoni	Management
Mammut	Market Analysis Emerging Markets	Dirk Martignoni	Management
Brightside	Family Office Market and Digital Transformation	Dirk Martignoni	Management
VF International	VF Recruitment and Talent Acquisition	Paul Gouvard	Management
VF International	The metaverse and the A&F industry	Paul Gouvard	Management
VF International	Digital growth & expansion strategy for Napapijri	Paul Gouvard	Management
VF International	Aligning The North Face's textile take back program with the brand's recommerce platform	Emanuele Bettinazzi	Management
Banca del Sempione	Integrated communications' strategy design for attracting the Banks'client of the future	Roberta De Sanctis	Marketing and Transformative Economy
Pasta Cuomo	Corporate brand identity analysis	Roberta De Sanctis	Marketing and Transformative Economy
EY	Cloud Risk Control Work Program	Marc Langheinrich	Management and Informatics

EY	Robotics Process Automation Project	Marc Langheinrich	Management and Informatics
BigOmics	Social Influencer CRM	Marc Langheinrich	Management and Informatics
BigOmics	BioData Analytics UX/UI	Marc Langheinrich	Management and Informatics
HSCS	Hermargroup IT Infrastructure Project	Marc Langheinrich	Management and Informatics