



Academic year 2024-2025

# Master in Corporate Communication (MCC)

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## Thematic Area: Corporate Social Responsibility and the Common Good

### Study plan

#### 1st semester (SA 2024-2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Accounting	Seistrajkova		3
Business Communication Laws in the Digital Age	Gilliéron		3
Corporate Governance (institutional aspects)	McCahery		3
Essentials of Corporate Finance	Schrey		3
Organizational Behavior (G.)	Guerci		6
Corporate Strategy (Master) B	Martignoni, Bettinazzi		6
Orthodox and Critical Perspectives in Marketing A	Visconti, Mendini		6

#### 2nd semester (SP 2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Corporate Communication Research Methods	Zamparini		6
Corporate identity and image	Lurati		6
Investor Relations	Hoffmann		3
Issues and crisis management	Ingenhoff		3
Organizational Communication	Musacchio Adorisio		3
Public Affairs	Seele		3
Sponsoring and partnership management	Cotting		3
Statistical Data Analysis	Arbia		3

#### 3rd semester (SA 2025-2026)

<b>Elective (30 ECTS)</b>	<b>Lecturers</b>	<b>Tags</b>	<b>ECTS</b>
Corporate Social Responsibility	Lock	Thematic Area: Corporate Social Responsibility and the Common Good	3
Communication and Marketing Ethics	Illia Manzan	Thematic Area: Corporate Social Responsibility and the Common Good	3
Business Ethics	Beschorner	Thematic Area: Corporate Social Responsibility and the Common Good	3
Social Marketing	Suggs	Thematic Area: Corporate Social Responsibility and the Common Good	6
Intercultural Communication	Noris	Thematic Area: Corporate Social Responsibility and the Common Good	3

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**4th semester (SP 2026)**


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<b>Core (12 ECTS)</b>	<b>Lecturers</b>	<b>Tags</b>	<b>ECTS</b>
Public Speaking and Presentation Techniques in Different Contexts	Suggs	Professionalising courses	4
Cultivating an innovation-driven mindset through Design Thinking	Sanasi	Professionalising courses	4
Managing Interpersonal Dynamics at work	Manzoni	Professionalising courses	4
Field Project or Thesis		Last semester choice	18

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Students must acquire **18 ECTS** of "**Last semester choice**" tagged courses or activities from the **4th semester**.

Students must acquire **18 ECTS** of "**Thematic Area: Corporate Social Responsibility and the Common Good**" tagged courses or activities from the **3rd semester**.

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### Thematic Area: Crossmedia, Transmedia and Multimodal Communication

#### Study plan

#### 1st semester (SA 2024-2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Accounting	Seistrajkova		3
Business Communication Laws in the Digital Age	Gilliéron		3
Corporate Governance (institutional aspects)	McCahery		3
Essentials of Corporate Finance	Schrey		3
Organizational Behavior (G.)	Guerci		6
Corporate Strategy (Master) B	Martignoni, Bettinazzi		6
Orthodox and Critical Perspectives in Marketing A	Visconti, Mendini		6

#### 2nd semester (SP 2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Corporate Communication Research Methods	Zamparini		6
Corporate identity and image	Lurati		6
Investor Relations	Hoffmann		3
Issues and crisis management	Ingenhoff		3
Organizational Communication	Musacchio Adorisio		3
Public Affairs	Seele		3
Sponsoring and partnership management	Cotting		3
Statistical Data Analysis	Arbia		3

#### 3rd semester (SA 2025-2026)

Elective (30 ECTS)	Lecturers	Tags	ECTS
Social Media Management	Benecci	Thematic Area: Crossmedia, Transmedia and Multimodal Communication	6
Digital Corporate Communication	Mandelli	Thematic Area: Crossmedia, Transmedia and Multimodal Communication	3
The Platform Society	Hibberd	Thematic Area: Crossmedia, Transmedia and Multimodal Communication	3
Transmedia Narratives	Scaglioni	Thematic Area: Crossmedia, Transmedia and Multimodal Communication	3
Advertising and Consumer Representations	Balusseau, Akmeraner Kokat	Thematic Area: Crossmedia, Transmedia and Multimodal Communication	3

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**4th semester (SP 2026)**


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<b>Core (12 ECTS)</b>	<b>Lecturers</b>	<b>Tags</b>	<b>ECTS</b>
Public Speaking and Presentation Techniques in Different Contexts	Suggs	Professionalising courses	4
Cultivating an innovation-driven mindset through Design Thinking	Sanasi	Professionalising courses	4
Managing Interpersonal Dynamics at work	Manzoni	Professionalising courses	4
Field Project or Thesis		Last semester choice	18

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Students must acquire **18 ECTS** of "**Last semester choice**" tagged courses or activities from the **4th semester**.

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Students must acquire **18 ECTS** of "**Thematic Area: Crossmedia, Transmedia and Multimodal Communication**" tagged courses or activities from the **3rd semester**.

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## Thematic Area: Customer Experience and Value

### Study plan

#### 1st semester (SA 2024-2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Accounting	Seistrajkova		3
Business Communication Laws in the Digital Age	Gilliéron		3
Corporate Governance (institutional aspects)	McCahery		3
Essentials of Corporate Finance	Schrey		3
Organizational Behavior (G.)	Guerci		6
Corporate Strategy (Master) B	Martignoni, Bettinazzi		6
Orthodox and Critical Perspectives in Marketing A	Visconti, Mendini		6

#### 2nd semester (SP 2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Corporate Communication Research Methods	Zamparini		6
Corporate identity and image	Lurati		6
Investor Relations	Hoffmann		3
Issues and crisis management	Ingenhoff		3
Organizational Communication	Musacchio Adorisio		3
Public Affairs	Seele		3
Sponsoring and partnership management	Cotting		3
Statistical Data Analysis	Arbia		3

#### 3rd semester (SA 2025-2026)

Elective (30 ECTS)	Lecturers	Tags	ECTS
Customer Experience and Relationship Management	Merlo	Thematic Area: Customer Experience and Value	6
Service Design Marketing	Mandelli	Thematic Area: Customer Experience and Value	3
Neuromarketing	Estes	Thematic Area: Customer Experience and Value	3
Go to Market	Chimenti	Thematic Area: Customer Experience and Value	6

#### 4th semester (SP 2026)

<b>Core (12 ECTS)</b>	<b>Lecturers</b>	<b>Tags</b>	<b>ECTS</b>
Public Speaking and Presentation Techniques in Different Contexts	Suggs	Professionalising courses	4
Cultivating an innovation-driven mindset through Design Thinking	Sanasi	Professionalising courses	4
Managing Interpersonal Dynamics at work	Manzoni	Professionalising courses	4
Field Project or Thesis		Last semester choice	18

Students must acquire **18 ECTS** of "**Last semester choice**" tagged courses or activities from the **4th semester**.

Students must acquire **18 ECTS** of "**Thematic Area: Customer Experience and Value**" tagged courses or activities from the **3rd semester**.

## Thematic Area: Visual and Material Culture

### Study plan

#### 1st semester (SA 2024-2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Accounting	Seistrajkova		3
Business Communication Laws in the Digital Age	Gilliéron		3
Corporate Governance (institutional aspects)	McCahery		3
Essentials of Corporate Finance	Schrey		3
Organizational Behavior (G.)	Guerci		6
Corporate Strategy (Master) B	Martignoni, Bettinazzi		6
Orthodox and Critical Perspectives in Marketing A	Visconti, Mendini		6

#### 2nd semester (SP 2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Corporate Communication Research Methods	Zamparini		6
Corporate identity and image	Lurati		6
Investor Relations	Hoffmann		3
Issues and crisis management	Ingenhoff		3
Organizational Communication	Musacchio Adorisio		3
Public Affairs	Seele		3
Sponsoring and partnership management	Cotting		3
Statistical Data Analysis	Arbia		3

#### 3rd semester (SA 2025-2026)

Elective (30 ECTS)	Lecturers	Tags	ECTS
Consumer Culture	Visconti	Thematic Area: Visual and Material Culture	6
Advertising and Consumer Representations	Balusseau, Akmeraner Kokat	Thematic Area: Visual and Material Culture	3
Transmedia Narratives	Scaglioni	Thematic Area: Visual and Material Culture	3
Brand Management: Strategic Design and Creative Applications	Visconti, Heilbrunn	Thematic Area: Visual and Material Culture	6

#### 4th semester (SP 2026)

Core (12 ECTS)	Lecturers	Tags	ECTS
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Public Speaking and Presentation Techniques in Different Contexts	Suggs	Professionalising courses	4
Cultivating an innovation-driven mindset through Design Thinking	Sanasi	Professionalising courses	4
Managing Interpersonal Dynamics at work	Manzoni	Professionalising courses	4
Field Project or Thesis		Last semester choice	18

Students must acquire **18 ECTS** of "**Last semester choice**" tagged courses or activities from the **4th semester**.

Students must acquire **18 ECTS** of "**Thematic Area: Visual and Material Culture**" tagged courses or activities from the **3rd semester**.

## Thematic Area: Strategy and Entrepreneurship

### Study plan

#### 1st semester (SA 2024-2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Accounting	Seistrajkova		3
Business Communication Laws in the Digital Age	Gilliéron		3
Corporate Governance (institutional aspects)	McCahery		3
Essentials of Corporate Finance	Schrey		3
Organizational Behavior (G.)	Guerci		6
Corporate Strategy (Master) B	Martignoni, Bettinazzi		6
Orthodox and Critical Perspectives in Marketing A	Visconti, Mendini		6

#### 2nd semester (SP 2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Corporate Communication Research Methods	Zamparini		6
Corporate identity and image	Lurati		6
Investor Relations	Hoffmann		3
Issues and crisis management	Ingenhoff		3
Organizational Communication	Musacchio Adoriso		3
Public Affairs	Seele		3
Sponsoring and partnership management	Cotting		3
Statistical Data Analysis	Arbia		3

#### 3rd semester (SA 2025-2026)

Elective (30 ECTS)	Lecturers	Tags	ECTS
Go to Market	Chimenti	Thematic Area: Strategy and Entrepreneurship	6
Social innovation	Gonçalves	Thematic Area: Strategy and Entrepreneurship	3
Business Ethics	Beschorner	Thematic Area: Strategy and Entrepreneurship	3
Business Plans and Business Models	Martignoni	Thematic Area: Strategy and Entrepreneurship	3
Negotiation	Mehta	Thematic Area: Strategy and Entrepreneurship	3

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**4th semester (SP 2026)**


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<b>Core (12 ECTS)</b>	<b>Lecturers</b>	<b>Tags</b>	<b>ECTS</b>
Public Speaking and Presentation Techniques in Different Contexts	Suggs	Professionalising courses	4
Cultivating an innovation-driven mindset through Design Thinking	Sanasi	Professionalising courses	4
Managing Interpersonal Dynamics at work	Manzoni	Professionalising courses	4
Field Project or Thesis		Last semester choice	18

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Students must acquire **18 ECTS** of "**Last semester choice**" tagged courses or activities from the **4th semester**.

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Students must acquire **18 ECTS** of "**Thematic Area: Strategy and Entrepreneurship**" tagged courses or activities from the **3rd semester**.

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### Thematic Area: Organisation and Human Resource Management

#### Study plan

#### 1st semester (SA 2024-2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Accounting	Seistrajkova		3
Business Communication Laws in the Digital Age	Gilliéron		3
Corporate Governance (institutional aspects)	McCahery		3
Essentials of Corporate Finance	Schrey		3
Organizational Behavior (G.)	Guerci		6
Corporate Strategy (Master) B	Martignoni, Bettinazzi		6
Orthodox and Critical Perspectives in Marketing A	Visconti, Mendini		6

#### 2nd semester (SP 2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Corporate Communication Research Methods	Zamparini		6
Corporate identity and image	Lurati		6
Investor Relations	Hoffmann		3
Issues and crisis management	Ingenhoff		3
Organizational Communication	Musacchio Adorisio		3
Public Affairs	Seele		3
Sponsoring and partnership management	Cotting		3
Statistical Data Analysis	Arbia		3

#### 3rd semester (SA 2025-2026)

Elective (30 ECTS)	Lecturers	Tags	ECTS
Leadership and Teams	Beck	Thematic Area: Organisation and Human Resource Management	3
Negotiation	Mehta	Thematic Area: Organisation and Human Resource Management	3
Business Ethics	Beschorner	Thematic Area: Organisation and Human Resource Management	3
Project Management	Gonçalves	Thematic Area: Organisation and Human Resource Management	3
Corporate Social Responsibility	Lock	Thematic Area: Organisation and Human Resource Management	3
Organizational Design and	Pallotti	Thematic Area: Organisation and Human	3

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Change	Resource Management
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**4th semester (SP 2026)**


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Core (12 ECTS)	Lecturers	Tags	ECTS
Public Speaking and Presentation Techniques in Different Contexts	Suggs	Professionalising courses	4
Cultivating an innovation-driven mindset through Design Thinking	Sanasi	Professionalising courses	4
Managing Interpersonal Dynamics at work	Manzoni	Professionalising courses	4
Field Project or Thesis		Last semester choice	18

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Students must acquire **18 ECTS** of "**Last semester choice**" tagged courses or activities from the **4th semester**.

Students must acquire **18 ECTS** of "**Thematic Area: Organisation and Human Resource Management**" tagged courses or activities from the **3rd semester**.

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### Thematic Area: Cinema and Audiovisual Futures

#### Study plan

#### 1st semester (SA 2024-2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Accounting	Seistrajkova		3
Business Communication Laws in the Digital Age	Gilliéron		3
Corporate Governance (institutional aspects)	McCahery		3
Essentials of Corporate Finance	Schrey		3
Organizational Behavior (G.)	Guerci		6
Corporate Strategy (Master) B	Martignoni, Bettinazzi		6
Orthodox and Critical Perspectives in Marketing A	Visconti, Mendini		6

#### 2nd semester (SP 2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Corporate Communication Research Methods	Zamparini		6
Corporate identity and image	Lurati		6
Investor Relations	Hoffmann		3
Issues and crisis management	Ingenhoff		3
Organizational Communication	Musacchio Adorisio		3
Public Affairs	Seele		3
Sponsoring and partnership management	Cotting		3
Statistical Data Analysis	Arbia		3

#### 3rd semester (SA 2025-2026)

Elective (30 ECTS)	Lecturers	Tags	ECTS
Digital Screen Futures: Transformation and Innovation in Cinema and Media	Lee	Thematic Area: Cinema and Audiovisual Futures	6
Video Essay for Communications, Culture and Society	Lee	Thematic Area: Cinema and Audiovisual Futures	6
The Platform Society	Hibberd	Thematic Area: Cinema and Audiovisual Futures	3
Cinema and Visual Arts	Tescari	Thematic Area: Cinema and Audiovisual Futures	3

#### 4th semester (SP 2026)

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<b>Core (12 ECTS)</b>	<b>Lecturers</b>	<b>Tags</b>	<b>ECTS</b>
Public Speaking and Presentation Techniques in Different Contexts	Suggs	Professionalising courses	4
Cultivating an innovation-driven mindset through Design Thinking	Sanasi	Professionalising courses	4
Managing Interpersonal Dynamics at work	Manzoni	Professionalising courses	4
Field Project or Thesis		Last semester choice	18

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Students must acquire **18 ECTS** of "**Last semester choice**" tagged courses or activities from the **4th semester**.

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Students must acquire **18 ECTS** of "**Thematic Area: Cinema and Audiovisual Futures**" tagged courses or activities from the **3rd semester**.

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## Free Elective Courses

### Study plan

#### 1st semester (SA 2024-2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Accounting	Seistrajkova		3
Business Communication Laws in the Digital Age	Gilliéron		3
Corporate Governance (institutional aspects)	McCahery		3
Essentials of Corporate Finance	Schrey		3
Organizational Behavior (G.)	Guerci		6
Corporate Strategy (Master) B	Martignoni, Bettinazzi		6
Orthodox and Critical Perspectives in Marketing A	Visconti, Mendini		6

#### 2nd semester (SP 2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Corporate Communication Research Methods	Zamparini		6
Corporate identity and image	Lurati		6
Investor Relations	Hoffmann		3
Issues and crisis management	Ingenhoff		3
Organizational Communication	Musacchio Adorisio		3
Public Affairs	Seele		3
Sponsoring and partnership management	Cotting		3
Statistical Data Analysis	Arbia		3

#### 3rd semester (SA 2025-2026)

Free-choice courses	Free Elective Courses	30
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#### 4th semester (SP 2026)

Core (12 ECTS)	Lecturers	Tags	ECTS
Public Speaking and Presentation Techniques in Different Contexts	Suggs	Professionalising courses	4
Cultivating an innovation-driven mindset through Design Thinking	Sanasi	Professionalising courses	4
Managing Interpersonal Dynamics at work	Manzoni	Professionalising courses	4

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Field Project or Thesis	Last semester choice	18
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Students must acquire **30 ECTS** of "**Free Elective Courses**" tagged courses or activities from the **3rd semester**.

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Students must acquire **18 ECTS** of "**Last semester choice**" tagged courses or activities from the **4th semester**.

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