



Academic year 2024-2025

Master in Digital Fashion Communication (MDFC)

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Study plan

1st semester (SA 2024-2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Digital Fashion Communication: An Introduction	Cantoni		3
Online Communication Design	Picco		3
Digital Challenges in Marketing and Big Data	Silchenko		3
Fashion Communication	Sadaba, San Miguel Arregui		4.5
Sustainable Fashion	Suggs		1.5
Intercultural Communication	Drzewiecka		3
Corporate Social Responsibility	Seele		3
Communication law	Cattaneo		3
Brand Management	Visconti		3
Media Economics and Policy	Hibberd, Foa		3

Elective (3 ECTS)	Lecturers	Tags	ECTS
Academic Writing	Bostock	Suggested Elective	3
Advertising and Consumer Representations	Balusseau, Akmeraner Kokat	Suggested Elective	3
Project Management	Gonçalves	Suggested Elective	3
Transmedia Narratives	Scaglioni	Suggested Elective	3

2nd semester (SP 2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Digital Fashion Communication: Conversations with Industry Experts	Cantoni		3
Information Management and Retrieval	Fornara		3
Usability and Digital Analytics	Marchiori		3

e-Commerce and Cyber Security	Mele, Vignati		1.5
Augmented and Virtual Reality	Schmeil		1.5
Visual Fashion Communication	Lobinger		3
Argumentation in Fashion Communication	Mercuri		3
Critical Consumer Behavior	Gibbert		6
Market System Dynamics	Pellandini-Simányi, Akmeraner Kokat		3
Statistical Data Analysis	Arbia		3
Elective (3 ECTS)	Lecturers	Tags	ECTS
International Strategic Management	Giboi, Hibberd	Suggested Elective	6
Issues and crisis management	Ingenhoff	Suggested Elective	3
French for Fashion	Bollhalder Mayer	Suggested Elective	3
Omnichannel and personalization strategies in fashion retail experience	Nobile, Noris	Suggested Elective	3
3rd semester (SA 2025-2026)			
Core (24 ECTS)	Lecturers	Tags	ECTS
Digital Fashion Communication: Social Media Communication and Fashion Blogging	Sabatini		3
Heritage, Tourism and Fashion			6
Fashion Industry: a Global Perspective			6
Social History of Fashion and Custom			6
Study Tours	Sabatini		3
4th semester (SP 2026)			
Core (3 ECTS)	Lecturers	Tags	ECTS
Digital Fashion Communication Lab	Sabatini		3
Elective (0 ECTS)	Lecturers	Tags	ECTS
Thesis writing Lab	Garbani-Nerini	corso a supporto tesi	0
Internship			9
Master thesis			18