



Academic year 2024-2025

Master in Media Management (MMM)

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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
Communication law	Cattaneo		3
Media Economics and Policy	Hibberd, Foa		3
Journalism, Innovation & Datafication	Porlezza		3
Social Media Management	Benecchi		6
Swiss Media System	Porlezza		3
Orthodox and Critical Perspectives in Marketing B	Visconti, Mendini		6
The Platform Society	Hibberd		3
Transmedia Narratives	Scaglioni		3

2nd semester (SP 2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Argumentation in the Media	Rocci		3
Digital Archives	Maeusli		3
Environmental Management and Communications	Hibberd		6
International Strategic Management	Giboi, Hibberd		6
Reputation, Crisis and Media Industries	Hibberd		3
Research Methods and Thesis Writing	Martinisi		3
Strategies in Screen Industries	Prario		6

3rd semester (SA 2025-2026)

Elective (30 ECTS)	Lecturers	Tags	ECTS
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
4th semester (SP 2026)			
Internship			12
Thesis			18

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

Thematic Area: Crossmedia, Transmedia and Multimodal Communication

Study plan

1st semester (SA 2024-2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Communication law	Cattaneo		3
Media Economics and Policy	Hibberd, Foa		3
Journalism, Innovation & Datafication	Porlezza		3
Social Media Management	Benecchi		6
Swiss Media System	Porlezza		3
Orthodox and Critical Perspectives in Marketing B	Visconti, Mendini		6
The Platform Society	Hibberd		3
Transmedia Narratives	Scaglioni		3

2nd semester (SP 2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Argumentation in the Media	Rocci		3
Digital Archives	Maeusli		3
Environmental Management and Communications	Hibberd		6
International Strategic Management	Giboi, Hibberd		6
Reputation, Crisis and Media Industries	Hibberd		3
Research Methods and Thesis Writing	Martinisi		3
Strategies in Screen Industries	Prario		6

3rd semester (SA 2025-2026)

Elective (30 ECTS)	Lecturers	Tags	ECTS
Digital Corporate Communication	Mandelli	Thematic Area: Crossmedia, Transmedia and Multimodal Communication	3
Advertising and Consumer Representations	Balusseau, Akmeraner Kokat	Thematic Area: Crossmedia, Transmedia and Multimodal Communication	3
Video Essay for Communications, Culture and Society	Lee	Thematic Area: Crossmedia, Transmedia and Multimodal Communication	6
Brand Management: Strategic Design and Creative Applications	Visconti, Heilbrunn	Thematic Area: Crossmedia, Transmedia and Multimodal Communication	6

4th semester (SP 2026)

Internship	12
Thesis	18

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

Thematic Area: Customer Experience and Value

Study plan

1st semester (SA 2024-2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Communication law	Cattaneo		3
Media Economics and Policy	Hibberd, Foa		3
Journalism, Innovation & Datafication	Porlezza		3
Social Media Management	Benecchi		6
Swiss Media System	Porlezza		3
Orthodox and Critical Perspectives in Marketing B	Visconti, Mendini		6
The Platform Society	Hibberd		3
Transmedia Narratives	Scaglioni		3

2nd semester (SP 2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Argumentation in the Media	Rocci		3
Digital Archives	Maeusli		3
Environmental Management and Communications	Hibberd		6
International Strategic Management	Giboi, Hibberd		6
Reputation, Crisis and Media Industries	Hibberd		3
Research Methods and Thesis Writing	Martinisi		3
Strategies in Screen Industries	Prario		6

3rd semester (SA 2025-2026)

Elective (30 ECTS)	Lecturers	Tags	ECTS
Customer Experience and Relationship Management	Merlo	Thematic Area: Customer Experience and Value	6
Go to Market	Chimenti	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

4th semester (SP 2026)

Internship	12
Thesis	18

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
Communication law	Cattaneo		3
Media Economics and Policy	Hibberd, Foa		3
Journalism, Innovation & Datafication	Porlezza		3
Social Media Management	Benecchi		6
Swiss Media System	Porlezza		3
Orthodox and Critical Perspectives in Marketing B	Visconti, Mendini		6
The Platform Society	Hibberd		3
Transmedia Narratives	Scaglioni		3

2nd semester (SP 2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Argumentation in the Media	Rocci		3
Digital Archives	Maeusli		3
Environmental Management and Communications	Hibberd		6
International Strategic Management	Giboi, Hibberd		6
Reputation, Crisis and Media Industries	Hibberd		3
Research Methods and Thesis Writing	Martinisi		3
Strategies in Screen Industries	Prario		6

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
Brand Management: Strategic Design and Creative Applications	Visconti, Heilbrunn	Thematic Area: Visual and Material Culture	6
Online Communication Design	Picco	Thematic Area: Visual and Material Culture	3

4th semester (SP 2026)

Internship	12
Thesis	18

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
Communication law	Cattaneo		3
Media Economics and Policy	Hibberd, Foa		3
Journalism, Innovation & Datafication	Porlezza		3
Social Media Management	Benecchi		6
Swiss Media System	Porlezza		3
Orthodox and Critical Perspectives in Marketing B	Visconti, Mendini		6
The Platform Society	Hibberd		3
Transmedia Narratives	Scaglioni		3

2nd semester (SP 2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Argumentation in the Media	Rocci		3
Digital Archives	Maeusli		3
Environmental Management and Communications	Hibberd		6
International Strategic Management	Giboi, Hibberd		6
Reputation, Crisis and Media Industries	Hibberd		3
Research Methods and Thesis Writing	Martinisi		3
Strategies in Screen Industries	Prario		6

3rd semester (SA 2025-2026)

Elective (30 ECTS)	Lecturers	Tags	ECTS
Financial Decisions	Pellandini-Simányi	Thematic Area: Strategy and Entrepreneurship	3
Business Ethics	Beschorner	Thematic Area: Strategy and Entrepreneurship	3
Negotiation	Mehta	Thematic Area: Strategy and Entrepreneurship	3
Project Management	Gonçalves	Thematic Area: Strategy and Entrepreneurship	3
Social innovation	Gonçalves	Thematic Area: Strategy and Entrepreneurship	3

Business Plans and Business Models	Martignoni	Thematic Area: Strategy and Entrepreneurship	3
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4th semester (SP 2026)

Internship			12
Thesis			18

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

Thematic Area: Organisation and Human Resource Management

Study plan

1st semester (SA 2024-2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Communication law	Cattaneo		3
Media Economics and Policy	Hibberd, Foa		3
Journalism, Innovation & Datafication	Porlezza		3
Social Media Management	Benecchi		6
Swiss Media System	Porlezza		3
Orthodox and Critical Perspectives in Marketing B	Visconti, Mendini		6
The Platform Society	Hibberd		3
Transmedia Narratives	Scaglioni		3

2nd semester (SP 2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Argumentation in the Media	Rocci		3
Digital Archives	Maeusli		3
Environmental Management and Communications	Hibberd		6
International Strategic Management	Giboi, Hibberd		6
Reputation, Crisis and Media Industries	Hibberd		3
Research Methods and Thesis Writing	Martinisi		3
Strategies in Screen Industries	Prario		6

3rd semester (SA 2025-2026)

Elective (30 ECTS)	Lecturers	Tags	ECTS
Leadership and Teams	Beck	Thematic Area: Organisation and Human Resource Management	3
Business Ethics	Beschorner	Thematic Area: Organisation and Human Resource Management	3
Negotiation	Mehta	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 Change	Pallotti	Thematic Area: Organisation and Human Resource Management	3
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4th semester (SP 2026)

Internship			12
Thesis			18

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

Thematic Area: Cinema and Audiovisual Futures

Study plan

1st semester (SA 2024-2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Communication law	Cattaneo		3
Media Economics and Policy	Hibberd, Foa		3
Journalism, Innovation & Datafication	Porlezza		3
Social Media Management	Benecchi		6
Swiss Media System	Porlezza		3
Orthodox and Critical Perspectives in Marketing B	Visconti, Mendini		6
The Platform Society	Hibberd		3
Transmedia Narratives	Scaglioni		3

2nd semester (SP 2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Argumentation in the Media	Rocci		3
Digital Archives	Maeusli		3
Environmental Management and Communications	Hibberd		6
International Strategic Management	Giboi, Hibberd		6
Reputation, Crisis and Media Industries	Hibberd		3
Research Methods and Thesis Writing	Martinisi		3
Strategies in Screen Industries	Prario		6

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
Cinema and Visual Arts	Tescari	Thematic Area: Cinema and Audiovisual Futures	3
Online Communication Design	Picco	Thematic Area: Cinema and Audiovisual Futures	3

4th semester (SP 2026)

Internship	12
Thesis	18

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

Free Elective Courses

Study plan

1st semester (SA 2024-2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Communication law	Cattaneo		3
Media Economics and Policy	Hibberd, Foa		3
Journalism, Innovation & Datafication	Porlezza		3
Social Media Management	Benecchi		6
Swiss Media System	Porlezza		3
Orthodox and Critical Perspectives in Marketing B	Visconti, Mendini		6
The Platform Society	Hibberd		3
Transmedia Narratives	Scaglioni		3

2nd semester (SP 2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Argumentation in the Media	Rocci		3
Digital Archives	Maeusli		3
Environmental Management and Communications	Hibberd		6
International Strategic Management	Giboi, Hibberd		6
Reputation, Crisis and Media Industries	Hibberd		3
Research Methods and Thesis Writing	Martinisi		3
Strategies in Screen Industries	Prario		6

3rd semester (SA 2025-2026)

Elective (0 ECTS)	Lecturers	Tags	ECTS
Media narratives and conflicts	Frediani		3
Free-choice courses		Free Elective Courses	30

4th semester (SP 2026)

Internship			12
Thesis			18

Students must acquire **30 ECTS** of "**Free Elective Courses**" tagged courses or activities from the **3rd semester**.
