



Academic year 2024-2025

Master in Cognitive Psychology in Health Communication (MPHC)

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Study plan

1st semester (SA 2024-2025)

Core (27 ECTS)	Lecturers	Tags	ECTS
Health Communication	Schulz		6
Fundamentals of Global and Public Health	Albanese		3
Psychometrics	Fossati		3
Learning and Memory	Malgaroli		6
Experimental Design and Analysis of Psychological Data	Di Serio		6
Health Campaign Development and Evaluation	Camerini		3

Elective (0 ECTS)	Lecturers	Tags	ECTS
Language Course (French, German or Italian language)		Elective	(3)*
Advanced Research Methods in Health Communication	Petrocchi		3
Research activities (recovery)			4

2nd semester (SP 2025)

Core (32 ECTS)	Lecturers	Tags	ECTS
Advanced Topics in Cognitive Psychology (USR)			6
Advances in Behavioral Neurosciences (USR)	Malgaroli		9
Decision Making: theory and application (USR)			8
Psychological applications in Communication and Health	Ferrero		3

Practical application in Psychology and Health communication - SP	Petrocchi		6
Elective (0 ECTS)	Lecturers	Tags	ECTS
Language Course (French, German or Italian language)		Elective	3
Recognition PTA* previous degree" (*Professional Training Activities)			10
3rd semester (SA 2025-2026)			
Core (20 ECTS)	Lecturers	Tags	ECTS
Accounting	Seistrajkova		3
Organizational Behavior (G.)	Guerci		6
Practical application in Psychology and Health communication - SA	Petrocchi		8
Practical application in Psychology and Health communication	Petrocchi		3
Elective (8 ECTS)	Lecturers	Tags	ECTS
Interpersonal Communication and Health	Hannawa	Elective	3
Digital Health	Camerini	Elective	3
Social Marketing	Suggs	Elective	6
Language Course (French, German or Italian language)		Elective	(3)*
Health Policy			3
Advanced Research Design	Schulz		3
4th semester (SP 2026)			
Core (15 ECTS)	Lecturers	Tags	ECTS
Health psychology (USR)			6
Advanced modelling in psychology (USR)			3
Social Psychology (USR)			6
Elective (0 ECTS)	Lecturers	Tags	ECTS
Language Course (French, German or Italian language)		Elective	3
Neurosciences in Organization (USR)		Elective	2
Neuropsychology (USR)		Elective	2

Health Informatics (USR)		Elective	3
Loss Trauma and Emotions (USR)		Elective	3
Theory and Methods in Clinical Assessment (USR)		Elective	3
Psychiatry and Clinical Psychology (extra-credits) USR		Elective	7
Industry & Institutions Perspectives: Stakeholders in the Swiss Health System	Fiordelli	Elective	3
Data journalism and social media (UNISR)			2
Thesis			18

Students must acquire **8 ECTS** of "**Elective**" tagged courses or activities from the **3rd, 4th semesters**.

*The ECTS of yearly courses are calculated in the spring semester.