



Academic year 2025-2026

Master in Corporate Communication (MCC)

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Thematic Area: Corporate Social Responsibility and the Common Good

Study Plan

1st semester (SA 2025-2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Accounting	Seistrajikova		3
Business Communication Laws in the Digital Age	Gilliéron		3
Corporate Governance (institutional aspects)	Mc Cahery		3
Essentials of Corporate Finance	Kueng		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 2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Corporate Communication Research Methods	Zamparini, Mengis		6
Corporate identity and image	Lurati		6
Investor Relations	Hoffmann		3
Issues and crisis management	Mariconda		3
Organizational Communication	Mengis		3
Public Affairs	Lock		3
Sponsoring and partnership management	Cotting		3
Statistical Data Analysis	Arbia		3

3rd semester (SA 2026-2027)

Elective courses (30 ECTS)	Lecturers	Tags	ECTS
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Corporate Social Responsibility	Seele	Thematic Area: Corporate Social Responsibility and the Common Good	3
Communication and Marketing Ethics	Seele	Thematic Area: Corporate Social Responsibility and the Common Good	3
Business Ethics	Seele	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	Drzewiecka	Thematic Area: Corporate Social Responsibility and the Common Good	3

4th semester (SP 2027)

Core courses (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

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**.

Thematic Area: Crossmedia, Transmedia and Multimodal Communication**Study Plan****1st semester (SA 2025-2026)**

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Accounting	Seistrajkova		3
Business Communication Laws in the Digital Age	Gilliéron		3
Corporate Governance (institutional aspects)	Mc Cahery		3
Essentials of Corporate Finance	Kueng		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 2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Corporate Communication Research Methods	Zamparini, Mengis		6
Corporate identity and image	Lurati		6
Investor Relations	Hoffmann		3
Issues and crisis management	Mariconda		3
Organizational Communication	Mengis		3
Public Affairs	Lock		3
Sponsoring and partnership management	Cotting		3
Statistical Data Analysis	Arbia		3

3rd semester (SA 2026-2027)

Elective courses (30 ECTS)	Lecturers	Tags	ECTS
Social Media Management	Barcella	Thematic Area: Crossmedia, Transmedia and Multimodal Communication	6
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	Thematic Area: Crossmedia, Transmedia and Multimodal Communication	3
Online Communication Design	Picco	Thematic Area: Crossmedia, Transmedia and Multimodal Communication	3

4th semester (SP 2027)

Core courses (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

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: Crossmedia, Transmedia and Multimodal Communication**" tagged courses or activities from the **3rd semester**.

Thematic Area: Customer Experience and Value

Study Plan

1st semester (SA 2025-2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Accounting	Seistrajkova		3
Business Communication Laws in the Digital Age	Gilliéron		3
Corporate Governance (institutional aspects)	Mc Cahery		3
Essentials of Corporate Finance	Kueng		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 2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Corporate Communication Research Methods	Zamparini, Mengis		6
Corporate identity and image	Lurati		6
Investor Relations	Hoffmann		3
Issues and crisis management	Mariconda		3
Organizational Communication	Mengis		3
Public Affairs	Lock		3
Sponsoring and partnership management	Cotting		3
Statistical Data Analysis	Arbia		3

3rd semester (SA 2026-2027)

Elective courses (30 ECTS)	Lecturers	Tags	ECTS
Customer Experience and Relationship Management	Merlo	Thematic Area: Customer Experience and Value	6
Go to Market	De Sanctis	Thematic Area: Customer Experience and Value	6
Neuromarketing	Estes	Thematic Area: Customer Experience and Value	3
Customer Value and (Post)ownership	Heilbrunn	Thematic Area: Customer Experience and Value	3

4th semester (SP 2027)

Core courses (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

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 2025-2026)**

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Accounting	Seistrajkova		3
Business Communication Laws in the Digital Age	Gilliéron		3
Corporate Governance (institutional aspects)	Mc Cahery		3
Essentials of Corporate Finance	Kueng		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 2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Corporate Communication Research Methods	Zamparini, Mengis		6
Corporate identity and image	Lurati		6
Investor Relations	Hoffmann		3
Issues and crisis management	Mariconda		3
Organizational Communication	Mengis		3
Public Affairs	Lock		3
Sponsoring and partnership management	Cotting		3
Statistical Data Analysis	Arbia		3

3rd semester (SA 2026-2027)

Elective courses (30 ECTS)	Lecturers	Tags	ECTS
Consumer Culture	Visconti	Thematic Area: Visual and Material Culture	6
Advertising and Consumer Representations	Balusseau	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 2027)

Core courses (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
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 2025-2026)**

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Accounting	Seistrajkova		3
Business Communication Laws in the Digital Age	Gilliéron		3
Corporate Governance (institutional aspects)	Mc Cahery		3
Essentials of Corporate Finance	Kueng		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 2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Corporate Communication Research Methods	Zamparini, Mengis		6
Corporate identity and image	Lurati		6
Investor Relations	Hoffmann		3
Issues and crisis management	Mariconda		3
Organizational Communication	Mengis		3
Public Affairs	Lock		3
Sponsoring and partnership management	Cotting		3
Statistical Data Analysis	Arbia		3

3rd semester (SA 2026-2027)

Elective courses (30 ECTS)	Lecturers	Tags	ECTS
Go to Market	De Sanctis	Thematic Area: Strategy and Entrepreneurship	6
Negotiation	Mehta	Thematic Area: Strategy and Entrepreneurship	3
Social Innovation	Spengler	Thematic Area: Strategy and Entrepreneurship	3
Business Plans and Business Models	Martignoni	Thematic Area: Strategy and Entrepreneurship	3
Applied Digital Entrepreneurship	Flueckiger, Bizzozero	Thematic Area: Strategy and Entrepreneurship	3

4th semester (SP 2027)

Core courses (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

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: Strategy and Entrepreneurship**" tagged courses or activities from the **3rd semester**.

Thematic Area: Organisation and Human Resource Management

Study Plan

1st semester (SA 2025-2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Accounting	Seistrajkova		3
Business Communication Laws in the Digital Age	Gilliéron		3
Corporate Governance (institutional aspects)	Mc Cahery		3
Essentials of Corporate Finance	Kueng		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 2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Corporate Communication Research Methods	Zamparini, Mengis		6
Corporate identity and image	Lurati		6
Investor Relations	Hoffmann		3
Issues and crisis management	Mariconda		3
Organizational Communication	Mengis		3
Public Affairs	Lock		3
Sponsoring and partnership management	Cotting		3
Statistical Data Analysis	Arbia		3

3rd semester (SA 2026-2027)

Elective courses (30 ECTS)	Lecturers	Tags	ECTS
Business Ethics	Seele	Thematic Area: Organisation and Human Resource Management	3
Corporate Social Responsibility	Seele	Thematic Area: Organisation and Human Resource Management	3
Negotiation	Mehta	Thematic Area: Organisation and Human Resource Management	3
Project Management	Bassi	Thematic Area: Organisation and Human Resource Management	3
Organizational Design and Change	Pallotti	Thematic Area: Organisation and Human Resource Management	3
Diversity and Inclusion	Wegahtabhran	Thematic Area: Organisation and Human Resource Management	3

4th semester (SP 2027)

Core courses (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

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**.

Thematic Area: Cinema and Audiovisual Futures**Study Plan****1st semester (SA 2025-2026)**

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Accounting	Seistrajkova		3
Business Communication Laws in the Digital Age	Gilliéron		3
Corporate Governance (institutional aspects)	Mc Cahery		3
Essentials of Corporate Finance	Kueng		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 2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Corporate Communication Research Methods	Zamparini, Mengis		6
Corporate identity and image	Lurati		6
Investor Relations	Hoffmann		3
Issues and crisis management	Mariconda		3
Organizational Communication	Mengis		3
Public Affairs	Lock		3
Sponsoring and partnership management	Cotting		3
Statistical Data Analysis	Arbia		3

3rd semester (SA 2026-2027)

Elective courses (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 2027)

Core courses (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

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: Cinema and Audiovisual Futures**" tagged courses or activities from the **3rd semester**.

Free Elective Courses

Study Plan			
1st semester (SA 2025-2026)			
Core courses (30 ECTS)	Lecturers	Tags	ECTS
Accounting	Seistrajkova		3
Business Communication Laws in the Digital Age	Gilliéron		3
Corporate Governance (institutional aspects)	Mc Cahery		3
Essentials of Corporate Finance	Kueng		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 2026)			
Core courses (30 ECTS)	Lecturers	Tags	ECTS
Corporate Communication Research Methods	Zamparini, Mengis		6
Corporate identity and image	Lurati		6
Investor Relations	Hoffmann		3
Issues and crisis management	Mariconda		3
Organizational Communication	Mengis		3
Public Affairs	Lock		3
Sponsoring and partnership management	Cotting		3
Statistical Data Analysis	Arbia		3
3rd semester (SA 2026-2027)			
Free-choice courses		Free Elective Courses	30
4th semester (SP 2027)			
Core courses (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

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

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