



Academic year 2025-2026

Master in Digital Fashion Communication (MDFC)

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Study Plan

1st semester (SA 2025-2026)

Core courses (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	Noris		3
Corporate Social Responsibility	Lock		3
Communication law	Cattaneo		3
Brand Management	Visconti		3
Media Economics and Policy	Hibberd, Foa		3

Elective courses (3 ECTS)	Lecturers	Tags	ECTS
Academic Writing	Bostock	Suggested Elective	3
Advertising and Consumer Representations	Balusseau, Akmeraner Kokat	Suggested Elective	3
Crisis Communication	Ingenhoff	Suggested Elective	3
Project Management	Gonçalves	Suggested Elective	3

2nd semester (SP 2026)

Core courses (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	Greco	3
Critical Consumer Behavior	Gibbert	6
Market System Dynamics	Pellandini-Simányi	3
Statistical Data Analysis	Arbia	3

Elective courses (3 ECTS)	Lecturers	Tags	ECTS
International Strategic Management	Giboi, Hibberd	Suggested Elective	6
Issues and crisis management	Mariconda	Suggested Elective	3
French for Fashion	Bollhalder Mayer	Suggested Elective	3
Omnichannel and personalization strategies in fashion retail experience	Nobile, Noris	Suggested Elective	3
Responsible use of AI in Communication	van der Plas	Suggested Elective	3

3rd semester (SA 2026-2027)

Core courses (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

Elective courses (0 ECTS)	Lecturers	Tags	ECTS
Thesis writing Lab	Garbani-Nerini	corso a supporto tesi	(0)*

4th semester (SP 2027)

Core courses (3 ECTS)	Lecturers	Tags	ECTS
Digital Fashion Communication Lab	Sabatini		3
Internship			9
Master thesis			18

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