



Academic year 2025-2026

Master in Media Management (MMM)

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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
Communication law	Cattaneo		3
Media Economics and Policy	Hibberd, Foa		3
Journalism, Innovation & Datafication	Porlezza		3
Social Media Management	Benecchi, Barcella		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 2026)

Core courses (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 2026-2027)

Elective courses (30 ECTS)	Lecturers	Tags	ECTS
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)			
Internship or Mobility or Elective Courses			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 2025-2026)

Core courses (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, Barcella		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 2026)

Core courses (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 2026-2027)

Elective courses (30 ECTS)	Lecturers	Tags	ECTS
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
Brand Management: Strategic Design and Creative Applications	Heilbrunn, Visconti	Thematic Area: Crossmedia, Transmedia and Multimodal Communication	6
Video Essay for Communications, Culture and Society	Lee	Thematic Area: Crossmedia, Transmedia and Multimodal Communication	6

4th semester (SP 2027)

Internship or Mobility or Elective Courses	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 2025-2026)

Core courses (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, Barcella		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 2026)

Core courses (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 2026-2027)

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

4th semester (SP 2027)

Internship or Mobility or Elective Courses	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 2025-2026)**

Core courses (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, Barcella		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 2026)

Core courses (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 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
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 2027)

Internship or Mobility or Elective Courses	12
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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 2025-2026)**

Core courses (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, Barcella		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 2026)

Core courses (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 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)

Internship or Mobility or Elective Courses	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 2025-2026)

Core courses (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, Barcella		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 2026)

Core courses (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 2026-2027)

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

Resource Management

4th semester (SP 2027)

Internship or Mobility or Elective
Courses

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 2025-2026)**

Core courses (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, Barcella		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 2026)

Core courses (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 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
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 2027)

Internship or Mobility or Elective Courses	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 2025-2026)			
Core courses (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, Barcella		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 2026)			
Core courses (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 2026-2027)			
Free-choice courses		Free Elective Courses	30
4th semester (SP 2027)			
Internship or Mobility or Elective Courses			12
Thesis			18
Students must acquire 30 ECTS of "Free Elective Courses" tagged courses or activities from the 3rd semester .			