



Academic year 2025-2026

Master in Marketing & Transformative Economy (MMTE)

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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
Business Communication Laws in the Digital Age	Gilliéron		3
Digital Challenges in Marketing and Big Data	Silchenko		6
Corporate Strategy (Master) B	Martignoni, Bettinazzi		6
Orthodox and Critical Perspectives in Marketing A	Visconti, Mendini		6
Qualitative Marketing Research and Data Analysis	Pellandini-Simányi		3
Marketing Metrics and Social Impact Measurement	Calciolari		6

2nd semester (SP 2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Business Markets and Industrial Relations	La Rocca		3
Critical Consumer Behavior	Gibbert		6
Economics of Well-being	Odermatt		3
Market System Dynamics	Pellandini-Simányi		6
Quantitative Marketing Research and Statistical Data Analysis	Arbia, Pizzetti		6
Post-growth Marketing	Pansera, Lloveras Gutierrez, Vicdan		6

3rd semester (SA 2026-2027)

Elective courses (30 ECTS)	Lecturers	Tags	ECTS
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Customer Value and (Post)ownership	Heilbrunn	Thematica Area: Corporate Social Responsibility	3
Communication and Marketing Ethics	Seele	Thematica Area: Corporate Social Responsibility	3
Business Ethics	Seele	Thematica Area: Corporate Social Responsibility	3
Social Marketing	Suggs	Thematica Area: Corporate Social Responsibility	6
Intercultural Communication	Drzewiecka	Thematica Area: Corporate Social Responsibility	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 Internship		Choice between Internship or Field Project	18
Thesis		Choice between Thesis or Professionalising Courses for 12 ECTS	12

Students must acquire **18 ECTS** of "**Choice between Internship or Field Project**" tagged courses or activities from the **4th semester**.

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

Students must acquire **12 ECTS** of "**Choice between Thesis or Professionalising Courses for 12 ECTS**" tagged courses or activities from the **4th semester**.

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

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Business Communication Laws in the Digital Age	Gilliéron		3
Digital Challenges in Marketing and Big Data	Silchenko		6
Corporate Strategy (Master) B	Martignoni, Bettinazzi		6
Orthodox and Critical Perspectives in Marketing A	Visconti, Mendini		6
Qualitative Marketing Research and Data Analysis	Pellandini-Simányi		3
Marketing Metrics and Social Impact Measurement	Calciolari		6

2nd semester (SP 2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Business Markets and Industrial Relations	La Rocca		3
Critical Consumer Behavior	Gibbert		6
Economics of Well-being	Odermatt		3
Market System Dynamics	Pellandini-Simányi		6
Quantitative Marketing Research and Statistical Data Analysis	Arbia, Pizzetti		6
Post-growth Marketing	Pansera, Lloveras Gutierrez, Vicdan		6

3rd semester (SA 2026-2027)

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

4th semester (SP 2027)

Core courses (12 ECTS)	Lecturers	Tags	ECTS
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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 Internship		Choice between Internship or Field Project	18
Thesis		Choice between Thesis or Professionalising Courses for 12 ECTS	12

Students must acquire **18 ECTS** of "**Choice between Internship or Field Project**" 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**.

Students must acquire **12 ECTS** of "**Choice between Thesis or Professionalising Courses for 12 ECTS**" tagged courses or activities from the **4th semester**.

Thematic Area: Customer Experience and Value**Study Plan****1st semester (SA 2025-2026)**

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Business Communication Laws in the Digital Age	Gilliéron		3
Digital Challenges in Marketing and Big Data	Silchenko		6
Corporate Strategy (Master) B	Martignoni, Bettinazzi		6
Orthodox and Critical Perspectives in Marketing A	Visconti, Mendini		6
Qualitative Marketing Research and Data Analysis	Pellandini-Simányi		3
Marketing Metrics and Social Impact Measurement	Calciolari		6

2nd semester (SP 2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Business Markets and Industrial Relations	La Rocca		3
Critical Consumer Behavior	Gibbert		6
Economics of Well-being	Odermatt		3
Market System Dynamics	Pellandini-Simányi		6
Quantitative Marketing Research and Statistical Data Analysis	Arbia, Pizzetti		6
Post-growth Marketing	Pansera, Lloveras Gutierrez, Vicdan		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)

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 Internship		Choice between Internship or Field Project	18
Thesis		Choice between Thesis or Professionalising Courses for 12 ECTS	12
Students must acquire 18 ECTS of " Choice between Internship or Field Project " 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 .			
Students must acquire 12 ECTS of " Choice between Thesis or Professionalising Courses for 12 ECTS " tagged courses or activities from the 4th semester .			

Thematic Area: Visual and Material Culture**Study Plan****1st semester (SA 2025-2026)**

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Business Communication Laws in the Digital Age	Gilliéron		3
Digital Challenges in Marketing and Big Data	Silchenko		6
Corporate Strategy (Master) B	Martignoni, Bettinazzi		6
Orthodox and Critical Perspectives in Marketing A	Visconti, Mendini		6
Qualitative Marketing Research and Data Analysis	Pellandini-Simányi		3
Marketing Metrics and Social Impact Measurement	Calciolari		6

2nd semester (SP 2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Business Markets and Industrial Relations	La Rocca		3
Critical Consumer Behavior	Gibbert		6
Economics of Well-being	Odermatt		3
Market System Dynamics	Pellandini-Simányi		6
Quantitative Marketing Research and Statistical Data Analysis	Arbia, Pizzetti		6
Post-growth Marketing	Pansera, Lloveras Gutierrez, Vicdan		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
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 Manzoni at work	Professionalising courses	4
Field Project or Internship	Choice between Internship or Field Project	18
Thesis	Choice between Thesis or Professionalising Courses for 12 ECTS	12
Students must acquire 18 ECTS of " Choice between Internship or Field Project " 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 .		
Students must acquire 12 ECTS of " Choice between Thesis or Professionalising Courses for 12 ECTS " tagged courses or activities from the 4th semester .		

Thematic Area: Strategy and Entrepreneurship**Study Plan****1st semester (SA 2025-2026)**

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Business Communication Laws in the Digital Age	Gilliéron		3
Digital Challenges in Marketing and Big Data	Silchenko		6
Corporate Strategy (Master) B	Martignoni, Bettinazzi		6
Orthodox and Critical Perspectives in Marketing A	Visconti, Mendini		6
Qualitative Marketing Research and Data Analysis	Pellandini-Simányi		3
Marketing Metrics and Social Impact Measurement	Calciolari		6

2nd semester (SP 2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Business Markets and Industrial Relations	La Rocca		3
Critical Consumer Behavior	Gibbert		6
Economics of Well-being	Odermatt		3
Market System Dynamics	Pellandini-Simányi		6
Quantitative Marketing Research and Statistical Data Analysis	Arbia, Pizzetti		6
Post-growth Marketing	Pansera, Lloveras Gutierrez, Vicdan		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)

Core courses (12 ECTS)	Lecturers	Tags	ECTS
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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 Internship		Choice between Internship or Field Project	18
Thesis		Choice between Thesis or Professionalising Courses for 12 ECTS	12

Students must acquire **18 ECTS** of "**Choice between Internship or Field Project**" 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**.

Students must acquire **12 ECTS** of "**Choice between Thesis or Professionalising Courses for 12 ECTS**" tagged courses or activities from the **4th semester**.

Thematic Area: Organisation and Human Resource Management

Study Plan

1st semester (SA 2025-2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Business Communication Laws in the Digital Age	Gilliéron		3
Digital Challenges in Marketing and Big Data	Silchenko		6
Corporate Strategy (Master) B	Martignoni, Bettinazzi		6
Orthodox and Critical Perspectives in Marketing A	Visconti, Mendini		6
Qualitative Marketing Research and Data Analysis	Pellandini-Simányi		3
Marketing Metrics and Social Impact Measurement	Calciolari		6

2nd semester (SP 2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Business Markets and Industrial Relations	La Rocca		3
Critical Consumer Behavior	Gibbert		6
Economics of Well-being	Odermatt		3
Market System Dynamics	Pellandini-Simányi		6
Quantitative Marketing Research and Statistical Data Analysis	Arbia, Pizzetti		6
Post-growth Marketing	Pansera, Lloveras Gutierrez, Vicdan		6

3rd semester (SA 2026-2027)

Elective courses (30 ECTS)	Lecturers	Tags	ECTS
Organizational Behavior (G.)	Guerci	Thematic Area: Organisation and Human Resource Management	6
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	Wegahtabrhani	Thematic Area: Organisation and Human Resource Management	3

4th semester (SP 2027)

Core courses (12 ECTS)	Lecturers	Tags	ECTS
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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 Internship		Choice between Internship or Field Project	18
Thesis		Choice between Thesis or Professionalising Courses for 12 ECTS	12

Students must acquire **18 ECTS** of "**Choice between Internship or Field Project**" 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**.

Students must acquire **12 ECTS** of "**Choice between Thesis or Professionalising Courses for 12 ECTS**" tagged courses or activities from the **4th semester**.

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

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Business Communication Laws in the Digital Age	Gilliéron		3
Digital Challenges in Marketing and Big Data	Silchenko		6
Corporate Strategy (Master) B	Martignoni, Bettinazzi		6
Orthodox and Critical Perspectives in Marketing A	Visconti, Mendini		6
Qualitative Marketing Research and Data Analysis	Pellandini-Simányi		3
Marketing Metrics and Social Impact Measurement	Calciolari		6

2nd semester (SP 2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Business Markets and Industrial Relations	La Rocca		3
Critical Consumer Behavior	Gibbert		6
Economics of Well-being	Odermatt		3
Market System Dynamics	Pellandini-Simányi		6
Quantitative Marketing Research and Statistical Data Analysis	Arbia, Pizzetti		6
Post-growth Marketing	Pansera, Lloveras Gutierrez, Vicdan		6

3rd semester (SA 2026-2027)

Elective courses (18 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	Suggs	Professionalising courses	4

Techniques in Different Contexts			
Cultivating an innovation-driven mindset through Design Thinking	Sanasi	Professionalising courses	4
Managing Interpersonal Dynamics at work	Manzoni	Professionalising courses	4
Field Project or Internship		Choice between Internship or Field Project	18
Thesis		Choice between Thesis or Professionalising Courses for 12 ECTS	12
Students must acquire 18 ECTS of " Thematic Area: Cinema and Audiovisual Futures " tagged courses or activities from the 3rd semester .			
Students must acquire 18 ECTS of " Choice between Internship or Field Project " tagged courses or activities from the 4th semester .			
Students must acquire 12 ECTS of " Choice between Thesis or Professionalising Courses for 12 ECTS " tagged courses or activities from the 4th semester .			

Free Elective Courses

Study Plan

1st semester (SA 2025-2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Business Communication Laws in the Digital Age	Gilliéron		3
Digital Challenges in Marketing and Big Data	Silchenko		6
Corporate Strategy (Master) B	Martignoni, Bettinazzi		6
Orthodox and Critical Perspectives in Marketing A	Visconti, Mendini		6
Qualitative Marketing Research and Data Analysis	Pellandini-Simányi		3
Marketing Metrics and Social Impact Measurement	Calciolari		6

2nd semester (SP 2026)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Business Markets and Industrial Relations	La Rocca		3
Critical Consumer Behavior	Gibbert		6
Economics of Well-being	Odermatt		3
Market System Dynamics	Pellandini-Simányi		6
Quantitative Marketing Research and Statistical Data Analysis	Arbia, Pizzetti		6
Post-growth Marketing	Pansera, Lloveras Gutierrez, Vicdan		6

3rd semester (SA 2026-2027)

Free-choice courses	Free Elective Courses	30
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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 Internship		Choice between Internship or Field Project	18
Thesis		Choice between Thesis or Professionalising Courses for 12 ECTS	12

Students must acquire **18 ECTS** of "**Choice between Internship or Field Project**" tagged courses or activities from the **4th semester**.

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

Students must acquire **12 ECTS** of "**Choice between Thesis or Professionalising Courses for 12 ECTS**" tagged courses or activities from the **4th semester**.
