



Academic year 2025-2026

Master in Health Communication (MHC)

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Cultural & Social Dimensions

Study plan

1st semester (SA 2025-2026)

Core (30 ECTS)	Lecturers	Tags	ECTS
Health Communication	Schulz		6
Data analysis	Schulz		3
Introduction to Research Approaches in Health	Suggs		3
Health Campaign Development and Evaluation	Camerini		6
Digital Health	Camerini		3
Corporate Strategy (Master) B	Martignoni, Bettinazzi		6
Project Management	Gonçalves		3

2nd semester (SP 2026)

Core (21 ECTS)	Lecturers	Tags	ECTS
Health Communication Law	Cerutti		3
Industry & Institutions Perspectives: Stakeholders in the Swiss Health System	Fiordelli		3
Cultures of Healing	Hannawa		3
Qualitative Methods in Health Research	Fadda		3
Health, Safety and Communication	Hannawa		6
Planetary Health	Kollmann		3
Elective (9 ECTS)	Lecturers	Tags	ECTS
Market System Dynamics	Pellandini-Simányi	Cultural & Social Dimensions	6
Sponsoring and partnership management	Cotting	Cultural & Social Dimensions	3
Natural Language Processing for	van der Plas	Cultural & Social Dimensions	3

Business and Finance

3rd semester (SA 2026-2027)

Core (21 ECTS)	Lecturers	Tags	ECTS
<u>Fundamentals of Global and Public Health</u>	Albanese		3
<u>Epidemiology</u>	Di Serio		3
<u>Corporate Social Responsibility</u>	Seele		3
<u>Social Marketing</u>	Suggs		6
Health Economics and Policy	Mazzonna, Masiero		6

Elective (12 ECTS)	Lecturers	Tags	ECTS
<u>Diversity and Inclusion</u>	Wegahtabrhan	Cultural & Social Dimensions	3
<u>Organizational Behavior (G.)</u>	Guerci	Cultural & Social Dimensions	6
<u>Social Innovation</u>	Spengler	Cultural & Social Dimensions	3
<u>Storytelling, Self and Society</u>	Hannawa	Cultural & Social Dimensions	3

4th semester (SP 2027)

Thesis	30
21 ECTS Thesis + 9 ECTS Internship or Field Project	30
12 ECTS Thesis + 9 ECTS Internship and 9 ECTS Elective USI or 18 ECTS Mobility Exchange	30

Students have the possibility to obtain a major/minor **Thematic Areas** upon completion of **12 ECTS** of "**Cultural & Social Dimensions**" tagged courses or activities.

Sustainability

Study plan

1st semester (SA 2025-2026)

Core (30 ECTS)	Lecturers	Tags	ECTS
<u>Health Communication</u>	Schulz		6
<u>Data analysis</u>	Schulz		3
<u>Introduction to Research Approaches in Health</u>	Suggs		3
<u>Health Campaign Development and Evaluation</u>	Camerini		6
<u>Digital Health</u>	Camerini		3
<u>Corporate Strategy (Master) B</u>	Martignoni, Bettinazzi		6
<u>Project Management</u>	Gonçalves		3

2nd semester (SP 2026)

Core (21 ECTS)	Lecturers	Tags	ECTS
<u>Health Communication Law</u>	Cerutti		3
<u>Industry & Institutions Perspectives: Stakeholders in the Swiss Health System</u>	Fiordelli		3
<u>Cultures of Healing</u>	Hannawa		3
<u>Qualitative Methods in Health Research</u>	Fadda		3
<u>Health, Safety and Communication</u>	Hannawa		6
<u>Planetary Health</u>	Kollmann		3

Elective (9 ECTS)	Lecturers	Tags	ECTS
<u>Economics of Well-being</u>	Odermatt	Sustainability	3
<u>Environmental Management and Communications</u>	Hibberd	Sustainability	6
<u>Market System Dynamics</u>	Pellandini-Simányi	Sustainability	6
<u>Sponsoring and partnership management</u>	Cotting	Sustainability	3

3rd semester (SA 2026-2027)

Core (21 ECTS)	Lecturers	Tags	ECTS
<u>Fundamentals of Global and Public Health</u>	Albanese		3
<u>Epidemiology</u>	Di Serio		3
<u>Corporate Social Responsibility</u>	Seele		3
<u>Social Marketing</u>	Suggs		6

Health Economics and Policy	Mazzonna, Masiero		6
Elective (12 ECTS)	Lecturers	Tags	ECTS
<u>Storytelling. Self and Society</u>	Hannawa	Sustainability	3
<u>Neuromarketing</u>	Estes	Sustainability	3
<u>Argumentation in Conflict Resolution</u>	Greco	Sustainability	3
4th semester (SP 2027)			
Thesis			30
21 ECTS Thesis + 9 ECTS Internship or Field Project			30
12 ECTS Thesis + 9 ECTS Internship and 9 ECTS Elective USI or 18 ECTS Mobility Exchange			30
Students have the possibility to obtain a major/minor Thematic Areas upon completion of 12 ECTS of " Sustainability " tagged courses or activities.			

Free elective**Study plan****1st semester (SA 2025-2026)**

Core (30 ECTS)	Lecturers	Tags	ECTS
<u>Health Communication</u>	Schulz		6
<u>Data analysis</u>	Schulz		3
<u>Introduction to Research Approaches in Health</u>	Suggs		3
<u>Health Campaign Development and Evaluation</u>	Camerini		6
<u>Digital Health</u>	Camerini		3
<u>Corporate Strategy (Master) B</u>	Martignoni, Bettinazzi		6
<u>Project Management</u>	Gonçalves		3

2nd semester (SP 2026)

Core (21 ECTS)	Lecturers	Tags	ECTS
<u>Health Communication Law</u>	Cerutti		3
<u>Industry & Institutions Perspectives: Stakeholders in the Swiss Health System</u>	Fiordelli		3
<u>Cultures of Healing</u>	Hannawa		3
<u>Qualitative Methods in Health Research</u>	Fadda		3
<u>Health, Safety and Communication</u>	Hannawa		6
<u>Planetary Health</u>	Kollmann		3

Elective (9 ECTS)	Lecturers	Tags	ECTS
<u>Economics of Well-being</u>	Odermatt	Suggested Elective	3
<u>Environmental Management and Communications</u>	Hibberd	Suggested Elective	6
<u>Market System Dynamics</u>	Pellandini-Simányi	Suggested Elective	6
<u>Sponsoring and partnership management</u>	Cotting	Suggested Elective	3
<u>Natural Language Processing for Business and Finance</u>	van der Plas	Suggested Elective	3

3rd semester (SA 2026-2027)

Core (21 ECTS)	Lecturers	Tags	ECTS
<u>Fundamentals of Global and Public Health</u>	Albanese		3
<u>Epidemiology</u>	Di Serio		3

<u>Corporate Social Responsibility</u>	Seele	3
<u>Social Marketing</u>	Suggs	6
Health Economics and Policy	Mazzonna, Masiero	6

Elective (12 ECTS)	Lecturers	Tags	ECTS
<u>Diversity and Inclusion</u>	Wegahtabrhan	Suggested Elective	3
<u>Organizational Behavior (G.)</u>	Guerci	Suggested Elective	6
<u>Social Innovation</u>	Spengler	Suggested Elective	3
<u>Storytelling, Self and Society</u>	Hannawa	Suggested Elective	3
<u>Neuromarketing</u>	Estes	Suggested Elective	3
<u>Argumentation in Conflict Resolution</u>	Greco	Suggested Elective	3

4th semester (SP 2027)

Thesis	30
21 ECTS Thesis + 9 ECTS Internship or Field Project	30
12 ECTS Thesis + 9 ECTS Internship and 9 ECTS Elective USI or 18 ECTS Mobility Exchange	30
