



Academic year 2025-2026

Master in Health Communication (MHC)

Latest update: 08.04.2026 15:29

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
Fundamentals of Global and Public Health	Albanese		3
Epidemiology	Di Serio		3
Corporate Social Responsibility	Seele		3
Social Marketing	Suggs		6
Health Economics and Policy	Mazzonna, Masiero		6

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

4th semester (SP 2027)

Thesis	30
Thesis + Internship or Field Project	30
Thesis + Internship and Elective USI or 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
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)

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

3rd semester (SA 2026-2027)

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

Health Economics and Policy	Masiero, Mazzonna		6
Elective (12 ECTS)	Lecturers	Tags	ECTS
Storytelling, Self and Society	Hannawa	Sustainability	3
Neuromarketing	Estes	Sustainability	3
Argumentation in Conflict Resolution	Greco	Sustainability	3
4th semester (SP 2027)			
Thesis			30
Thesis + Internship or Field Project			30
Thesis + Internship and Elective USI or 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
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)

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

3rd semester (SA 2026-2027)

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

Corporate Social Responsibility	Seele	3
Social Marketing	Suggs	6
Health Economics and Policy	Masiero, Mazzonna	6

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Organizational Behavior (G.)	Guerci	Suggested Elective	6
Social Innovation	Spengler	Suggested Elective	3
Storytelling, Self and Society	Hannawa	Suggested Elective	3
Neuromarketing	Estes	Suggested Elective	3
Argumentation in Conflict Resolution	Greco	Suggested Elective	3

4th semester (SP 2027)

Thesis	30
Thesis + Internship or Field Project	30
Thesis + Internship and Elective USI or Mobility Exchange	30