



Academic year 2026-2027

Master in Corporate Communication (MCC)

The study plan and course descriptions provide an overview of the programme's structure and content, and may be subject to changes. In case a study programme offers multiple specialisations or streams, these are presented consecutively within the same document.

Thematic Area: Corporate Social Responsibility and the Common Good

Study plan

1st semester (SA 2026-2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Accounting</u>	Seistrajkova		3
<u>Business Communication Laws in the Digital Age</u>	Gilliéron		3
<u>Corporate Strategy (Master) B</u>	Martignoni, Bettinazzi		6
<u>Essentials of Corporate Finance</u>	Kueng		3
<u>Principles of Marketings</u>	Visconti, Mendini		6
<u>Organizational Behavior (G.)</u>	Guerci		6
<u>Strategic Communication Management in the Age of AI</u>	Zamparini		3

2nd semester (SP 2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Corporate Communication Research Methods</u>	Mengis		6
<u>Corporate identity and image</u>	Lurati		6
<u>Investor Relations</u>	Hoffmann		3
<u>Issues and crisis management</u>	Mariconda		3
<u>Organizational Communication</u>	Mengis		3
<u>Public Affairs</u>	Seele		3
<u>Statistical Data Analysis</u>	Arbia		3
<u>Sponsoring and partnership management</u>	Cotting		3

3rd semester (SA 2027-2028)

Elective courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Corporate Social Responsibility</u>	Seele	Thematic Area: Corporate Social Responsibility and the Common Good	3
<u>Communication and Marketing Ethics</u>	Seele	Thematic Area: Corporate Social Responsibility and the Common Good	3
<u>Business Ethics</u>	Seele	Thematic Area: Corporate Social Responsibility and the Common Good	3

<u>Social Marketing</u>	Suggs	Thematic Area: Corporate Social Responsibility and the Common Good	6
<u>Intercultural Communication</u>	Drzewiecka	Thematic Area: Corporate Social Responsibility and the Common Good	3

4th semester (SP 2028)

Core courses (12 ECTS)	Lecturers	Tags	ECTS
<u>Public Speaking and Presentation Techniques in Different Contexts</u>	Suggs	Professionalising courses	4
<u>Cultivating an innovation-driven mindset through Design Thinking</u>	Sanasi	Professionalising courses	4
<u>Managing Interpersonal Dynamics at work</u>	Manzoni	Professionalising courses	4
Field Project or Thesis		Last semester choice	18

Students must acquire **18 ECTS** of "**Last semester choice**" tagged courses or activities from the **4th semester**.

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 2026-2027)**

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Accounting</u>	Seistrajkova		3
<u>Business Communication Laws in the Digital Age</u>	Gilliéron		3
<u>Corporate Strategy (Master) B</u>	Martignoni, Bettinazzi		6
<u>Essentials of Corporate Finance</u>	Kueng		3
<u>Principles of Marketings</u>	Visconti, Mendini		6
<u>Organizational Behavior (G.)</u>	Guerci		6
<u>Strategic Communication Management in the Age of AI</u>	Zamparini		3

2nd semester (SP 2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Corporate Communication Research Methods</u>	Mengis		6
<u>Corporate identity and image</u>	Lurati		6
<u>Investor Relations</u>	Hoffmann		3
<u>Issues and crisis management</u>	Mariconda		3
<u>Organizational Communication</u>	Mengis		3
<u>Public Affairs</u>	Seele		3
<u>Statistical Data Analysis</u>	Arbia		3
<u>Sponsoring and partnership management</u>	Cotting		3

3rd semester (SA 2027-2028)

Elective courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Social Media Management</u>	Barcella	Thematic Area: Crossmedia, Transmedia and Multimodal Communication	6
<u>The Platform Society</u>	Hibberd	Thematic Area: Crossmedia, Transmedia and Multimodal Communication	3
<u>Transmedia Narratives</u>	Scaglioni	Thematic Area: Crossmedia, Transmedia and Multimodal Communication	3
<u>Advertising and Consumer Representations</u>	Balusseau	Thematic Area: Crossmedia, Transmedia and Multimodal Communication	3
<u>Online Communication Design</u>	Picco	Thematic Area: Crossmedia, Transmedia and Multimodal Communication	3

4th semester (SP 2028)

Core courses (12 ECTS)	Lecturers	Tags	ECTS
<u>Public Speaking and Presentation Techniques in Different Contexts</u>	Suggs	Professionalising courses	4

<u>Cultivating an innovation-driven mindset through Design Thinking</u>	Sanasi	Professionalising courses	4
<u>Managing Interpersonal Dynamics at work</u>	Manzoni	Professionalising courses	4
Field Project or Thesis		Last semester choice	18
Students must acquire 18 ECTS of " Last semester choice " 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 .			

Thematic Area: Customer Experience and Value

Study plan

1st semester (SA 2026-2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Accounting</u>	Seistrajkova		3
<u>Business Communication Laws in the Digital Age</u>	Gilliéron		3
<u>Corporate Strategy (Master) B</u>	Martignoni, Bettinazzi		6
<u>Essentials of Corporate Finance</u>	Kueng		3
<u>Principles of Marketings</u>	Visconti, Mendini		6
<u>Organizational Behavior (G.)</u>	Guerci		6
<u>Strategic Communication Management in the Age of AI</u>	Zamparini		3

2nd semester (SP 2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Corporate Communication Research Methods</u>	Mengis		6
<u>Corporate identity and image</u>	Lurati		6
<u>Investor Relations</u>	Hoffmann		3
<u>Issues and crisis management</u>	Mariconda		3
<u>Organizational Communication</u>	Mengis		3
<u>Public Affairs</u>	Seele		3
<u>Statistical Data Analysis</u>	Arbia		3
<u>Sponsoring and partnership management</u>	Cotting		3

3rd semester (SA 2027-2028)

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

4th semester (SP 2028)

Core courses (12 ECTS)	Lecturers	Tags	ECTS
<u>Public Speaking and Presentation Techniques in Different Contexts</u>	Suggs	Professionalising courses	4
<u>Cultivating an innovation-driven mindset through Design Thinking</u>	Sanasi	Professionalising courses	4
<u>Managing Interpersonal Dynamics</u>	Manzoni	Professionalising courses	4

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Field Project or Thesis	Last semester choice	18
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Students must acquire **18 ECTS** of "**Last semester choice**" 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**.

Thematic Area: Visual and Material Culture

Study plan

1st semester (SA 2026-2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Accounting</u>	Seistrajkova		3
<u>Business Communication Laws in the Digital Age</u>	Gilliéron		3
<u>Corporate Strategy (Master) B</u>	Martignoni, Bettinazzi		6
<u>Essentials of Corporate Finance</u>	Kueng		3
<u>Principles of Marketings</u>	Visconti, Mendini		6
<u>Organizational Behavior (G.)</u>	Guerci		6
<u>Strategic Communication Management in the Age of AI</u>	Zamparini		3

2nd semester (SP 2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Corporate Communication Research Methods</u>	Mengis		6
<u>Corporate identity and image</u>	Lurati		6
<u>Investor Relations</u>	Hoffmann		3
<u>Issues and crisis management</u>	Mariconda		3
<u>Organizational Communication</u>	Mengis		3
<u>Public Affairs</u>	Seele		3
<u>Statistical Data Analysis</u>	Arbia		3
<u>Sponsoring and partnership management</u>	Cotting		3

3rd semester (SA 2027-2028)

Elective courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Consumer Culture</u>	Visconti	Thematic Area: Visual and Material Culture	6
<u>Advertising and Consumer Representations</u>	Balusseau	Thematic Area: Visual and Material Culture	3
<u>Transmedia Narratives</u>	Scaglioni	Thematic Area: Visual and Material Culture	3
<u>Brand Management: Strategic Design and Creative Applications</u>	Visconti, Heilbrunn	Thematic Area: Visual and Material Culture	6

4th semester (SP 2028)

Core courses (12 ECTS)	Lecturers	Tags	ECTS
<u>Public Speaking and Presentation Techniques in Different Contexts</u>	Suggs	Professionalising courses	4
<u>Cultivating an innovation-driven mindset through Design Thinking</u>	Sanasi	Professionalising courses	4
<u>Managing Interpersonal Dynamics at work</u>	Manzoni	Professionalising courses	4

Field Project or Thesis	Last semester choice	18
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Students must acquire **18 ECTS** of "**Last semester choice**" 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**.

Thematic Area: Strategy and Entrepreneurship

Study plan

1st semester (SA 2026-2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Accounting</u>	Seistrajkova		3
<u>Business Communication Laws in the Digital Age</u>	Gilliéron		3
<u>Corporate Strategy (Master) B</u>	Martignoni, Bettinazzi		6
<u>Essentials of Corporate Finance</u>	Kueng		3
<u>Principles of Marketings</u>	Visconti, Mendini		6
<u>Organizational Behavior (G.)</u>	Guerci		6
<u>Strategic Communication Management in the Age of AI</u>	Zamparini		3

2nd semester (SP 2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Corporate Communication Research Methods</u>	Mengis		6
<u>Corporate identity and image</u>	Lurati		6
<u>Investor Relations</u>	Hoffmann		3
<u>Issues and crisis management</u>	Mariconda		3
<u>Organizational Communication</u>	Mengis		3
<u>Public Affairs</u>	Seele		3
<u>Statistical Data Analysis</u>	Arbia		3
<u>Sponsoring and partnership management</u>	Cotting		3

3rd semester (SA 2027-2028)

Elective courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Go to Market</u>	De Sanctis	Thematic Area: Strategy and Entrepreneurship	6
<u>Negotiation</u>	Mehta	Thematic Area: Strategy and Entrepreneurship	3
<u>Social Innovation</u>	Spengler	Thematic Area: Strategy and Entrepreneurship	3
<u>Business Plans and Business Models</u>	Martignoni	Thematic Area: Strategy and Entrepreneurship	3
<u>Applied Digital Entrepreneurship</u>	Bizzozero, Flueckiger	Thematic Area: Strategy and Entrepreneurship	3

4th semester (SP 2028)

Core courses (12 ECTS)	Lecturers	Tags	ECTS
<u>Public Speaking and Presentation Techniques in Different Contexts</u>	Suggs	Professionalising courses	4

<u>Cultivating an innovation-driven mindset through Design Thinking</u>	Sanasi	Professionalising courses	4
<u>Managing Interpersonal Dynamics at work</u>	Manzoni	Professionalising courses	4
Field Project or Thesis		Last semester choice	18
Students must acquire 18 ECTS of " Last semester choice " 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 .			

Thematic Area: Organisation and Human Resource Management

Study plan

1st semester (SA 2026-2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Accounting</u>	Seistrajkova		3
<u>Business Communication Laws in the Digital Age</u>	Gilliéron		3
<u>Corporate Strategy (Master) B</u>	Martignoni, Bettinazzi		6
<u>Essentials of Corporate Finance</u>	Kueng		3
<u>Principles of Marketings</u>	Visconti, Mendini		6
<u>Organizational Behavior (G.)</u>	Guerci		6
<u>Strategic Communication Management in the Age of AI</u>	Zamparini		3

2nd semester (SP 2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Corporate Communication Research Methods</u>	Mengis		6
<u>Corporate identity and image</u>	Lurati		6
<u>Investor Relations</u>	Hoffmann		3
<u>Issues and crisis management</u>	Mariconda		3
<u>Organizational Communication</u>	Mengis		3
<u>Public Affairs</u>	Seele		3
<u>Statistical Data Analysis</u>	Arbia		3
<u>Sponsoring and partnership management</u>	Cotting		3

3rd semester (SA 2027-2028)

Elective courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Business Ethics</u>	Seele	Thematic Area: Organisation and Human Resource Management	3
<u>Corporate Social Responsibility</u>	Seele	Thematic Area: Organisation and Human Resource Management	3
<u>Negotiation</u>	Mehta	Thematic Area: Organisation and Human Resource Management	3
<u>Project Management</u>	Bassi	Thematic Area: Organisation and Human Resource Management	3
<u>Organizational Design and Change</u>	Pallotti	Thematic Area: Organisation and Human Resource Management	3
<u>Diversity and Inclusion</u>	Wegahtabhran	Thematic Area: Organisation and Human Resource Management	3

4th semester (SP 2028)

Core courses (12 ECTS)	Lecturers	Tags	ECTS
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<u>Public Speaking and Presentation Techniques in Different Contexts</u>	Suggs	Professionalising courses	4
<u>Cultivating an innovation-driven mindset through Design Thinking</u>	Sanasi	Professionalising courses	4
<u>Managing Interpersonal Dynamics at work</u>	Manzoni	Professionalising courses	4
Field Project or Thesis		Last semester choice	18

Students must acquire **18 ECTS** of "**Last semester choice**" 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**.

Thematic Area: Cinema and Audiovisual Futures**Study plan****1st semester (SA 2026-2027)**

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Accounting</u>	Seistrajkova		3
<u>Business Communication Laws in the Digital Age</u>	Gilliéron		3
<u>Corporate Strategy (Master) B</u>	Martignoni, Bettinazzi		6
<u>Essentials of Corporate Finance</u>	Kueng		3
<u>Principles of Marketings</u>	Visconti, Mendini		6
<u>Organizational Behavior (G.)</u>	Guerci		6
<u>Strategic Communication Management in the Age of AI</u>	Zamparini		3

2nd semester (SP 2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Corporate Communication Research Methods</u>	Mengis		6
<u>Corporate identity and image</u>	Lurati		6
<u>Investor Relations</u>	Hoffmann		3
<u>Issues and crisis management</u>	Mariconda		3
<u>Organizational Communication</u>	Mengis		3
<u>Public Affairs</u>	Seele		3
<u>Statistical Data Analysis</u>	Arbia		3
<u>Sponsoring and partnership management</u>	Cotting		3

3rd semester (SA 2027-2028)

Elective courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Digital Screen Futures: Transformation and Innovation in Cinema and Media</u>	Lee	Thematic Area: Cinema and Audiovisual Futures	6
<u>Video Essay for Communications, Culture and Society</u>	Lee	Thematic Area: Cinema and Audiovisual Futures	6
<u>The Platform Society</u>	Hibberd	Thematic Area: Cinema and Audiovisual Futures	3
<u>Cinema and Visual Arts</u>	Tescari	Thematic Area: Cinema and Audiovisual Futures	3

4th semester (SP 2028)

Core courses (12 ECTS)	Lecturers	Tags	ECTS
<u>Public Speaking and Presentation Techniques in Different Contexts</u>	Suggs	Professionalising courses	4
<u>Cultivating an innovation-driven mindset through Design Thinking</u>	Sanasi	Professionalising courses	4

<u>Managing Interpersonal Dynamics</u> Manzoni <u>at work</u>	Professionalising courses	4
Field Project or Thesis	Last semester choice	18
Students must acquire 18 ECTS of " Last semester choice " tagged courses or activities from the 4th semester .		
Students must acquire 18 ECTS of " Thematic Area: Cinema and Audiovisual Futures " tagged courses or activities from the 3rd semester .		

Standard Study Plan (without Thematic Area)

Study plan			
1st semester (SA 2026-2027)			
Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Accounting</u>	Seistrajkova		3
<u>Business Communication Laws in the Digital Age</u>	Gilliéron		3
<u>Corporate Strategy (Master) B</u>	Martignoni, Bettinazzi		6
<u>Essentials of Corporate Finance</u>	Kueng		3
<u>Principles of Marketings</u>	Visconti, Mendini		6
<u>Organizational Behavior (G.)</u>	Guerci		6
<u>Strategic Communication Management in the Age of AI</u>	Zamparini		3
2nd semester (SP 2027)			
Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Corporate Communication Research Methods</u>	Mengis		6
<u>Corporate identity and image</u>	Lurati		6
<u>Investor Relations</u>	Hoffmann		3
<u>Issues and crisis management</u>	Mariconda		3
<u>Organizational Communication</u>	Mengis		3
<u>Public Affairs</u>	Seele		3
<u>Statistical Data Analysis</u>	Arbia		3
<u>Sponsoring and partnership management</u>	Cotting		3
3rd semester (SA 2027-2028)			
Free-choice courses		Free Elective Courses	30
4th semester (SP 2028)			
Core courses (12 ECTS)	Lecturers	Tags	ECTS
<u>Public Speaking and Presentation Techniques in Different Contexts</u>	Suggs	Professionalising courses	4
<u>Cultivating an innovation-driven mindset through Design Thinking</u>	Sanasi	Professionalising courses	4
<u>Managing Interpersonal Dynamics at work</u>	Manzoni	Professionalising courses	4
Field Project or Thesis		Last semester choice	18
Students must acquire 30 ECTS of " Free Elective Courses " tagged courses or activities from the 3rd semester .			
Students must acquire 18 ECTS of " Last semester choice " tagged courses or activities from the 4th semester .			