



Academic year 2026-2027

Master in Digital Fashion Communication (MDFC)

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.

Study Plan

1st semester (SA 2026-2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Digital Fashion Communication: An Introduction</u>	Cantoni		3
<u>Online Communication Design</u>	Picco		3
<u>Digital Challenges in Marketing and Big Data</u>	Silchenko		3
<u>Fashion Communication</u>	Sadaba, San Miguel Arregui		4.5
<u>Sustainable Fashion</u>	Suggs		1.5
<u>Intercultural Communication</u>	Drzewiecka		3
<u>Corporate Social Responsibility</u>	Seele		3
<u>Communication law</u>	Cattaneo		3
<u>Brand Management</u>	Visconti		3
<u>Media Economics and Policy</u>	Hibberd, Foa		3
Elective courses (3 ECTS)	Lecturers	Tags	ECTS
<u>Academic Writing</u>	Bostock	Suggested Elective	3
<u>Advertising and Consumer Representations</u>	Balusseau	Suggested Elective	3
<u>Crisis Communication</u>	Ingenhoff	Suggested Elective	3
<u>Project Management</u>	Bassi	Suggested Elective	3
<u>French for Fashion</u>	Bollhalder Mayer	Suggested Elective	3

2nd semester (SP 2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Digital Fashion Communication: Conversations with Industry Experts</u>	Nobile		3
<u>Information Management and Retrieval</u>	Fornara		3
<u>Usability and Digital Analytics</u>	Marchiori		3
<u>e-Commerce and Cyber Security</u>	Mele, Vignati		1.5
<u>Augmented and Virtual Reality</u>	Schmeil		1.5
<u>Visual Fashion Communication</u>	Tarnutzer-Zigerli		3
<u>Argumentation in Fashion Communication</u>	Greco		3

<u>Critical Consumer Behavior</u>	Gibbert		6
<u>Market System Dynamics</u>	Pellandini-Simányi		3
<u>Statistical Data Analysis</u>	Arbia		3
Elective courses (3 ECTS)	Lecturers	Tags	ECTS
<u>International Strategic Management</u>	Giboi, Hibberd	Suggested Elective	6
<u>Issues and crisis management</u>	Mariconda	Suggested Elective	3
<u>Applying AI for Communication in Tourism and Fashion</u>	van der Plas	Suggested Elective	3

3rd semester (SA 2027-2028)

Core courses (24 ECTS)	Lecturers	Tags	ECTS
<u>Digital Fashion Communication: Social Media Communication and Fashion Blogging</u>	Sabatini	Course at Sorbonne University, Paris	3
<u>Heritage, Tourism and Fashion</u>		Course at Sorbonne University, Paris	6
<u>Fashion Industry: a Global Perspective</u>		Course at Sorbonne University, Paris	6
<u>Social History of Fashion and Custom</u>		Course at Sorbonne University, Paris	6
<u>Study Tours</u>	Sabatini		3
Elective courses (0 ECTS)	Lecturers	Tags	ECTS
<u>Thesis writing Lab</u>	Garbani-Nerini	Thesis Preparation Course	(0)*

4th semester (SP 2028)

Core courses (3 ECTS)	Lecturers	Tags	ECTS
<u>Digital Fashion Communication Lab</u>	Sabatini		3
Internship			9
Master thesis			18

*The ECTS of yearly courses are calculated in the spring semester.