



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

2nd semester (SP 2027)

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