



Academic year 2026-2027

Master in Media Management (MMM)

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>Communication law</u>	Cattaneo		3
<u>Media Economics and Policy</u>	Hibberd, Foa		3
<u>Journalism, Innovation & Datafication</u>	Porlezza		3
<u>Social Media Management</u>	Barcella		6
<u>Swiss Media System</u>	Porlezza		3
<u>Orthodox and Critical Perspectives in Marketing</u>	Visconti, Mendini		6
<u>The Platform Society</u>	Hibberd		3
<u>Transmedia Narratives</u>	Scaglioni		3

2nd semester (SP 2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Argumentation in the Media</u>	Lucchini		3
<u>Digital Archives</u>	Maeusli		3
<u>Environmental Management and Communications</u>	Hibberd		6
<u>International Strategic Management</u>	Giboi, Hibberd		6
<u>Reputation, Crisis and Media Industries</u>	Hibberd		3
<u>Research Methods and Thesis Writing</u>	Martinisi		3
<u>Strategies in Screen Industries</u>	Prario		6

3rd semester (SA 2027-2028)

Elective courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Customer Value and (Post)ownership</u>	Heilbrunn	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	3

		Responsibility and the Common Good	
<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)			
Internship or Mobility or Elective Courses			12
Thesis			18
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>Communication law</u>	Cattaneo		3
<u>Media Economics and Policy</u>	Hibberd, Foa		3
<u>Journalism, Innovation & Datafication</u>	Porlezza		3
<u>Social Media Management</u>	Barcella		6
<u>Swiss Media System</u>	Porlezza		3
<u>Orthodox and Critical Perspectives in Marketing</u>	Visconti, Mendini		6
<u>The Platform Society</u>	Hibberd		3
<u>Transmedia Narratives</u>	Scaglioni		3

2nd semester (SP 2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Argumentation in the Media</u>	Lucchini		3
<u>Digital Archives</u>	Maeusli		3
<u>Environmental Management and Communications</u>	Hibberd		6
<u>International Strategic Management</u>	Giboi, Hibberd		6
<u>Reputation, Crisis and Media Industries</u>	Hibberd		3
<u>Research Methods and Thesis Writing</u>	Martinisi		3
<u>Strategies in Screen Industries</u>	Prario		6

3rd semester (SA 2027-2028)

Elective courses (30 ECTS)	Lecturers	Tags	ECTS
<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
<u>Brand Management: Strategic Design and Creative Applications</u>	Visconti, Heilbrunn	Thematic Area: Crossmedia, Transmedia and Multimodal Communication	6
<u>Video Essay for Communications, Culture and Society</u>	Lee	Thematic Area: Crossmedia, Transmedia and Multimodal Communication	6

4th semester (SP 2028)

Internship or Mobility or Elective Courses	12
Thesis	18

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>Communication law</u>	Cattaneo		3
<u>Media Economics and Policy</u>	Hibberd, Foa		3
<u>Journalism, Innovation & Datafication</u>	Porlezza		3
<u>Social Media Management</u>	Barcella		6
<u>Swiss Media System</u>	Porlezza		3
<u>Orthodox and Critical Perspectives in Marketing</u>	Visconti, Mendini		6
<u>The Platform Society</u>	Hibberd		3
<u>Transmedia Narratives</u>	Scaglioni		3

2nd semester (SP 2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Argumentation in the Media</u>	Lucchini		3
<u>Digital Archives</u>	Maeusli		3
<u>Environmental Management and Communications</u>	Hibberd		6
<u>International Strategic Management</u>	Giboi, Hibberd		6
<u>Reputation, Crisis and Media Industries</u>	Hibberd		3
<u>Research Methods and Thesis Writing</u>	Martinisi		3
<u>Strategies in Screen Industries</u>	Prario		6

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>Customer Value and (Post)ownership</u>	Heilbrunn	Thematic Area: Customer Experience and Value	3
<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

4th semester (SP 2028)

Internship or Mobility or Elective Courses	12
Thesis	18

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>Communication law</u>	Cattaneo		3
<u>Media Economics and Policy</u>	Hibberd, Foa		3
<u>Journalism, Innovation & Datafication</u>	Porlezza		3
<u>Social Media Management</u>	Barcella		6
<u>Swiss Media System</u>	Porlezza		3
<u>Orthodox and Critical Perspectives in Marketing</u>	Visconti, Mendini		6
<u>The Platform Society</u>	Hibberd		3
<u>Transmedia Narratives</u>	Scaglioni		3

2nd semester (SP 2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Argumentation in the Media</u>	Lucchini		3
<u>Digital Archives</u>	Maeusli		3
<u>Environmental Management and Communications</u>	Hibberd		6
<u>International Strategic Management</u>	Giboi, Hibberd		6
<u>Reputation, Crisis and Media Industries</u>	Hibberd		3
<u>Research Methods and Thesis Writing</u>	Martinisi		3
<u>Strategies in Screen Industries</u>	Prario		6

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>Brand Management: Strategic Design and Creative Applications</u>	Visconti, Heilbrunn	Thematic Area: Visual and Material Culture	6
<u>Online Communication Design</u>	Picco	Thematic Area: Visual and Material Culture	3

4th semester (SP 2028)

Internship or Mobility or Elective Courses	12
Thesis	18

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>Communication law</u>	Cattaneo		3
<u>Media Economics and Policy</u>	Hibberd, Foa		3
<u>Journalism, Innovation & Datafication</u>	Porlezza		3
<u>Social Media Management</u>	Barcella		6
<u>Swiss Media System</u>	Porlezza		3
<u>Orthodox and Critical Perspectives in Marketing</u>	Visconti, Mendini		6
<u>The Platform Society</u>	Hibberd		3
<u>Transmedia Narratives</u>	Scaglioni		3

2nd semester (SP 2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Argumentation in the Media</u>	Lucchini		3
<u>Digital Archives</u>	Maeusli		3
<u>Environmental Management and Communications</u>	Hibberd		6
<u>International Strategic Management</u>	Giboi, Hibberd		6
<u>Reputation, Crisis and Media Industries</u>	Hibberd		3
<u>Research Methods and Thesis Writing</u>	Martinisi		3
<u>Strategies in Screen Industries</u>	Prario		6

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)

Internship or Mobility or Elective			12
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Courses

Thesis

18

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>Communication law</u>	Cattaneo		3
<u>Media Economics and Policy</u>	Hibberd, Foa		3
<u>Journalism, Innovation & Datafication</u>	Porlezza		3
<u>Social Media Management</u>	Barcella		6
<u>Swiss Media System</u>	Porlezza		3
<u>Orthodox and Critical Perspectives in Marketing</u>	Visconti, Mendini		6
<u>The Platform Society</u>	Hibberd		3
<u>Transmedia Narratives</u>	Scaglioni		3
2nd semester (SP 2027)			
Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Argumentation in the Media</u>	Lucchini		3
<u>Digital Archives</u>	Maeusli		3
<u>Environmental Management and Communications</u>	Hibberd		6
<u>International Strategic Management</u>	Giboi, Hibberd		6
<u>Reputation, Crisis and Media Industries</u>	Hibberd		3
<u>Research Methods and Thesis Writing</u>	Martinisi		3
<u>Strategies in Screen Industries</u>	Prario		6
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>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>Diversity and Inclusion</u>	Wegahtabrhani	Thematic Area: Organisation and Human Resource Management	3
<u>Organizational Behavior (G.)</u>	Guerici	Thematic Area: Organisation and Human Resource Management	6
4th semester (SP 2028)			
Internship or Mobility or Elective			12

Courses

Thesis

18

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>Communication law</u>	Cattaneo		3
<u>Media Economics and Policy</u>	Hibberd, Foa		3
<u>Journalism, Innovation & Datafication</u>	Porlezza		3
<u>Social Media Management</u>	Barcella		6
<u>Swiss Media System</u>	Porlezza		3
<u>Orthodox and Critical Perspectives in Marketing</u>	Visconti, Mendini		6
<u>The Platform Society</u>	Hibberd		3
<u>Transmedia Narratives</u>	Scaglioni		3

2nd semester (SP 2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Argumentation in the Media</u>	Lucchini		3
<u>Digital Archives</u>	Maeusli		3
<u>Environmental Management and Communications</u>	Hibberd		6
<u>International Strategic Management</u>	Giboi, Hibberd		6
<u>Reputation, Crisis and Media Industries</u>	Hibberd		3
<u>Research Methods and Thesis Writing</u>	Martinisi		3
<u>Strategies in Screen Industries</u>	Prario		6

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>Cinema and Visual Arts</u>	Tescari	Thematic Area: Cinema and Audiovisual Futures	3
<u>Online Communication Design</u>	Picco	Thematic Area: Cinema and Audiovisual Futures	3

4th semester (SP 2028)

Internship or Mobility or Elective Courses			12
Thesis			18

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>Communication law</u>	Cattaneo		3
<u>Media Economics and Policy</u>	Hibberd, Foa		3
<u>Journalism, Innovation & Datafication</u>	Porlezza		3
<u>Social Media Management</u>	Barcella		6
<u>Swiss Media System</u>	Porlezza		3
<u>Orthodox and Critical Perspectives in Marketing</u>	Visconti, Mendini		6
<u>The Platform Society</u>	Hibberd		3
<u>Transmedia Narratives</u>	Scaglioni		3
2nd semester (SP 2027)			
Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Argumentation in the Media</u>	Lucchini		3
<u>Digital Archives</u>	Maeusli		3
<u>Environmental Management and Communications</u>	Hibberd		6
<u>International Strategic Management</u>	Giboi, Hibberd		6
<u>Reputation, Crisis and Media Industries</u>	Hibberd		3
<u>Research Methods and Thesis Writing</u>	Martinisi		3
<u>Strategies in Screen Industries</u>	Prario		6
3rd semester (SA 2027-2028)			
Free-choice courses		Free Elective Courses	30
4th semester (SP 2028)			
Internship or Mobility or Elective Courses			12
Thesis			18
Students must acquire 30 ECTS of " Free Elective Courses " tagged courses or activities from the 3rd semester .			