



Academic year 2026-2027

Master in Marketing & Transformative Economy (MMTE)

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
Business Communication Laws in the Digital Age	Gilliéron		3
Digital Challenges in Marketing and Big Data	Silchenko		6
Principles of Marketings	Visconti, Mendini		6
Qualitative Marketing Research and Data Analysis	Pellandini-Simányi		6
Financial Methods for Marketing Management	Calciolari		3
Corporate Social Responsibility	Seele		3
Strategic Communication Management in the Age of AI	Zamparini		3

2nd semester (SP 2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
Business Markets and Industrial Relations	La Rocca		3
Critical Consumer Behavior	Gibbert		6
Economics of Well-being	Odermatt		3
Market System Dynamics	Pellandini-Simányi		6
Quantitative Marketing Research and Statistical Data Analysis	Arbia, Pizzetti		6
Post-growth Marketing	Pansera, Lloveras Gutierrez, Vicdan		6

3rd semester (SA 2027-2028)

Elective courses (30 ECTS)	Lecturers	Tags	ECTS
Customer Value and (Post)ownership	Heilbrunn	Thematica Area: Corporate Social Responsibility	3
Communication and Marketing Ethics	Seele	Thematica Area: Corporate Social Responsibility	3
Business Ethics	Seele	Thematica Area: Corporate Social	3

		Responsibility	
<u>Social Marketing</u>	Suggs	Thematica Area: Corporate Social Responsibility	6
<u>Intercultural Communication</u>	Drzewiecka	Thematica Area: Corporate Social Responsibility	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 Internship		Choice between Internship or Field Project	18
Thesis		Choice between Thesis or Professionalising Courses for 12 ECTS	18
Students must acquire 18 ECTS of " Choice between Internship or Field Project " tagged courses or activities from the 4th semester .			
Students must acquire 18 ECTS of " Thematica Area: Corporate Social Responsibility " tagged courses or activities from the 3rd semester .			
Students must acquire 12 ECTS of " Choice between Thesis or Professionalising Courses for 12 ECTS " tagged courses or activities from the 4th semester .			

Thematic Area: Crossmedia, Transmedia and Multimodal Communication**Study plan****1st semester (SA 2026-2027)**

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Business Communication Laws in the Digital Age</u>	Gilliéron		3
<u>Digital Challenges in Marketing and Big Data</u>	Silchenko		6
<u>Principles of Marketings</u>	Visconti, Mendini		6
<u>Qualitative Marketing Research and Data Analysis</u>	Pellandini-Simányi		6
<u>Financial Methods for Marketing Management</u>	Calciolari		3
<u>Corporate Social Responsibility</u>	Seele		3
<u>Strategic Communication Management in the Age of AI</u>	Zamparini		3

2nd semester (SP 2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Business Markets and Industrial Relations</u>	La Rocca		3
<u>Critical Consumer Behavior</u>	Gibbert		6
<u>Economics of Well-being</u>	Odermatt		3
<u>Market System Dynamics</u>	Pellandini-Simányi		6
<u>Quantitative Marketing Research and Statistical Data Analysis</u>	Arbia, Pizzetti		6
<u>Post-growth Marketing</u>	Pansera, Lloveras Gutierrez, Vicdan		6

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>Online Communication Design</u>	Picco	Thematic Area: Crossmedia, Transmedia and Multimodal Communication	3
<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

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</u>	Sanasi	Professionalising courses	4

mindset through Design Thinking

Managing Interpersonal Dynamics Manzoni
at work

Professionalising courses

4

Field Project or Internship

Choice between Internship or Field Project

18

Thesis

Choice between Thesis or Professionalising
Courses for 12 ECTS

18

Students must acquire **18 ECTS** of "**Choice between Internship or Field Project**" 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**.

Students must acquire **12 ECTS** of "**Choice between Thesis or Professionalising Courses for 12 ECTS**" tagged courses or activities from the **4th semester**.

Thematic Area: Customer Experience and Value

Study plan

1st semester (SA 2026-2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Business Communication Laws in the Digital Age</u>	Gilliéron		3
<u>Digital Challenges in Marketing and Big Data</u>	Silchenko		6
<u>Principles of Marketings</u>	Visconti, Mendini		6
<u>Qualitative Marketing Research and Data Analysis</u>	Pellandini-Simányi		6
<u>Financial Methods for Marketing Management</u>	Calciolari		3
<u>Corporate Social Responsibility</u>	Seele		3
<u>Strategic Communication Management in the Age of AI</u>	Zamparini		3

2nd semester (SP 2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Business Markets and Industrial Relations</u>	La Rocca		3
<u>Critical Consumer Behavior</u>	Gibbert		6
<u>Economics of Well-being</u>	Odermatt		3
<u>Market System Dynamics</u>	Pellandini-Simányi		6
<u>Quantitative Marketing Research and Statistical Data Analysis</u>	Arbia, Pizzetti		6
<u>Post-growth Marketing</u>	Pansera, Lloveras Gutierrez, Vicdan		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)

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

at work

Field Project or Internship	Choice between Internship or Field Project	18
Thesis	Choice between Thesis or Professionalising Courses for 12 ECTS	18

Students must acquire **18 ECTS** of "**Choice between Internship or Field Project**" 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**.

Students must acquire **12 ECTS** of "**Choice between Thesis or Professionalising Courses for 12 ECTS**" tagged courses or activities from the **4th semester**.

Thematic Area: Visual and Material Culture**Study plan****1st semester (SA 2026-2027)**

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Business Communication Laws in the Digital Age</u>	Gilliéron		3
<u>Digital Challenges in Marketing and Big Data</u>	Silchenko		6
<u>Principles of Marketings</u>	Visconti, Mendini		6
<u>Qualitative Marketing Research and Data Analysis</u>	Pellandini-Simányi		6
<u>Financial Methods for Marketing Management</u>	Calciolari		3
<u>Corporate Social Responsibility</u>	Seele		3
<u>Strategic Communication Management in the Age of AI</u>	Zamparini		3

2nd semester (SP 2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Business Markets and Industrial Relations</u>	La Rocca		3
<u>Critical Consumer Behavior</u>	Gibbert		6
<u>Economics of Well-being</u>	Odermatt		3
<u>Market System Dynamics</u>	Pellandini-Simányi		6
<u>Quantitative Marketing Research and Statistical Data Analysis</u>	Arbia, Pizzetti		6
<u>Post-growth Marketing</u>	Pansera, Lloveras Gutierrez, Vicdan		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>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 Internship	Choice between Internship or Field Project	18
Thesis	Choice between Thesis or Professionalising Courses for 12 ECTS	18

Students must acquire **18 ECTS** of "**Choice between Internship or Field Project**" 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**.

Students must acquire **12 ECTS** of "**Choice between Thesis or Professionalising Courses for 12 ECTS**" tagged courses or activities from the **4th semester**.

Thematic Area: Strategy and Entrepreneurship**Study plan****1st semester (SA 2026-2027)**

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Business Communication Laws in the Digital Age</u>	Gilliéron		3
<u>Digital Challenges in Marketing and Big Data</u>	Silchenko		6
<u>Principles of Marketings</u>	Visconti, Mendini		6
<u>Qualitative Marketing Research and Data Analysis</u>	Pellandini-Simányi		6
<u>Financial Methods for Marketing Management</u>	Calciolari		3
<u>Corporate Social Responsibility</u>	Seele		3
<u>Strategic Communication Management in the Age of AI</u>	Zamparini		3

2nd semester (SP 2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Business Markets and Industrial Relations</u>	La Rocca		3
<u>Critical Consumer Behavior</u>	Gibbert		6
<u>Economics of Well-being</u>	Odermatt		3
<u>Market System Dynamics</u>	Pellandini-Simányi		6
<u>Quantitative Marketing Research and Statistical Data Analysis</u>	Arbia, Pizzetti		6
<u>Post-growth Marketing</u>	Pansera, Lloveras Gutierrez, Vicdan		6

3rd semester (SA 2027-2028)

Elective courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Corporate Strategy (Master) B</u>	Martignoni, Bettinazzi	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</u>	Sanasi	Professionalising courses	4

mindset through Design Thinking

Managing Interpersonal Dynamics Manzoni
at work

Professionalising courses

4

Field Project or Internship

Choice between Internship or Field Project

18

Thesis

Choice between Thesis or Professionalising
Courses for 12 ECTS

18

Students must acquire **18 ECTS** of "**Choice between Internship or Field Project**" 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**.

Students must acquire **12 ECTS** of "**Choice between Thesis or Professionalising Courses for 12 ECTS**" tagged courses or activities from the **4th semester**.

Thematic Area: Organisation and Human Resource Management

Study plan

1st semester (SA 2026-2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Business Communication Laws in the Digital Age</u>	Gilliéron		3
<u>Digital Challenges in Marketing and Big Data</u>	Silchenko		6
<u>Principles of Marketings</u>	Visconti, Mendini		6
<u>Qualitative Marketing Research and Data Analysis</u>	Pellandini-Simányi		6
<u>Financial Methods for Marketing Management</u>	Calciolari		3
<u>Corporate Social Responsibility</u>	Seele		3
<u>Strategic Communication Management in the Age of AI</u>	Zamparini		3

2nd semester (SP 2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Business Markets and Industrial Relations</u>	La Rocca		3
<u>Critical Consumer Behavior</u>	Gibbert		6
<u>Economics of Well-being</u>	Odermatt		3
<u>Market System Dynamics</u>	Pellandini-Simányi		6
<u>Quantitative Marketing Research and Statistical Data Analysis</u>	Arbia, Pizzetti		6
<u>Post-growth Marketing</u>	Pansera, Lloveras Gutierrez, Vicdan		6

3rd semester (SA 2027-2028)

Elective courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Organizational Behavior (G.)</u>	Guerci	Thematic Area: Organisation and Human Resource Management	6
<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>	Wegahtabrhhan	Thematic Area: Organisation and Human Resource Management	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</u>	Sanasi	Professionalising courses	4

mindset through Design Thinking

Managing Interpersonal Dynamics Manzoni
at work

Professionalising courses

4

Field Project or Internship

Choice between Internship or Field Project

18

Thesis

Choice between Thesis or Professionalising
Courses for 12 ECTS

18

Students must acquire **18 ECTS** of "**Choice between Internship or Field Project**" 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**.

Students must acquire **12 ECTS** of "**Choice between Thesis or Professionalising Courses for 12 ECTS**" tagged courses or activities from the **4th semester**.

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

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Business Communication Laws in the Digital Age</u>	Gilliéron		3
<u>Digital Challenges in Marketing and Big Data</u>	Silchenko		6
<u>Principles of Marketings</u>	Visconti, Mendini		6
<u>Qualitative Marketing Research and Data Analysis</u>	Pellandini-Simányi		6
<u>Financial Methods for Marketing Management</u>	Calciolari		3
<u>Corporate Social Responsibility</u>	Seele		3
<u>Strategic Communication Management in the Age of AI</u>	Zamparini		3

2nd semester (SP 2027)

Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Business Markets and Industrial Relations</u>	La Rocca		3
<u>Critical Consumer Behavior</u>	Gibbert		6
<u>Economics of Well-being</u>	Odermatt		3
<u>Market System Dynamics</u>	Pellandini-Simányi		6
<u>Quantitative Marketing Research and Statistical Data Analysis</u>	Arbia, Pizzetti		6
<u>Post-growth Marketing</u>	Pansera, Lloveras Gutierrez, Vicdan		6

3rd semester (SA 2027-2028)

Elective courses (18 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	Professionalising courses	4

at work

Field Project or Internship	Choice between Internship or Field Project	18
Thesis	Choice between Thesis or Professionalising Courses for 12 ECTS	18

Students must acquire **18 ECTS** of "**Thematic Area: Cinema and Audiovisual Futures**" tagged courses or activities from the **3rd semester**.

Students must acquire **18 ECTS** of "**Choice between Internship or Field Project**" tagged courses or activities from the **4th semester**.

Students must acquire **12 ECTS** of "**Choice between Thesis or Professionalising Courses for 12 ECTS**" tagged courses or activities from the **4th semester**.

Standard Study Plan (without Thematic Area)

Study plan			
1st semester (SA 2026-2027)			
Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Business Communication Laws in the Digital Age</u>	Gilliéron		3
<u>Digital Challenges in Marketing and Big Data</u>	Silchenko		6
<u>Principles of Marketings</u>	Visconti, Mendini		6
<u>Qualitative Marketing Research and Data Analysis</u>	Pellandini-Simányi		6
<u>Financial Methods for Marketing Management</u>	Calciolari		3
<u>Corporate Social Responsibility</u>	Seele		3
<u>Strategic Communication Management in the Age of AI</u>	Zamparini		3
2nd semester (SP 2027)			
Core courses (30 ECTS)	Lecturers	Tags	ECTS
<u>Business Markets and Industrial Relations</u>	La Rocca		3
<u>Critical Consumer Behavior</u>	Gibbert		6
<u>Economics of Well-being</u>	Odermatt		3
<u>Market System Dynamics</u>	Pellandini-Simányi		6
<u>Quantitative Marketing Research and Statistical Data Analysis</u>	Arbia, Pizzetti		6
<u>Post-growth Marketing</u>	Pansera, Lloveras Gutierrez, Vicdan		6
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 Internship		Choice between Internship or Field Project	18
Thesis		Choice between Thesis or Professionalising Courses for 12 ECTS	18

Students must acquire **18 ECTS** of "**Choice between Internship or Field Project**" tagged courses or activities from the **4th semester**.

Students must acquire **30 ECTS** of "**Free Elective Courses**" tagged courses or activities from the **3rd semester**.

Students must acquire **12 ECTS** of "**Choice between Thesis or Professionalising Courses for 12 ECTS**" tagged courses or activities from the **4th semester**.
