Università della Svizzera italiana

Academic year 2026-2027

Master in Cognitive Psychology in Health Communication (MPHC)

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 (21 ECTS)	**Lecturers**	**Tags**	**ECTS**
Health Communication	Schulz	Core courses - USI	6
Learning and Memory	Malgaroli	Core courses - USI	6
Experimental Design and Analysis of Psychological Data	Di Serio	Core courses - USI	6
Accounting	Seistrajkova	Core courses - USI	3
Elective courses (0 ECTS)	**Lecturers**	**Tags**	**ECTS**
Language Course (French, German or Italian language)		Elective - USI	(3)*
Research activities (recovery)	Petrocchi	Additional Admission Requirements	6

2nd semester (SP 2027)			
Core courses (30 ECTS)	**Lecturers**	**Tags**	**ECTS**
Advanced Topics in Cognitive Psychology		Core courses - UNISR	6
Advances in Behavioral Neurosciences	Malgaroli	Core courses - UNISR	9
Psychological applications in Communication and Health (internal internship) 1		Core internship - UNISR	3
Practical application in Psychology and Health Communication (external internship) 1		Core internship	6
Advanced Modelling in Psychology		Core courses - UNISR	6
Elective courses (0 ECTS)	**Lecturers**	**Tags**	**ECTS**
Recognition PTA* previous degree" (*Professional Training Activities)		Additional Admission Requirements	10

3rd semester (SA 2027-2028)			
Core courses (26 ECTS)	**Lecturers**	**Tags**	**ECTS**
Organizational Behavior (G.)	Guerci	Core courses - USI	6
Advanced Research Design	Schulz	Core courses - USI	3

Psychological applications in Communication and Health (internal internship) 2	Petrocchi	Core internship - USI	3
Practical application in Psychology and Health Communication (external internship) 2	TBD	Core internship	8
Consumer Psychology	Petrocchi	Core courses - USI	6
Elective courses (8 ECTS)	**Lecturers**	**Tags**	**ECTS**
Digital Health	Camerini	Elective - USI	3
Social Marketing	Suggs	Elective - USI	6
Language Course (French, German or Italian language)		Elective - USI	(3)*
Corporate Strategy (Master) B	Martignoni, Bettinazzi	Elective - USI	6
Fundamentals of Global and Public Health	Albanese	Elective - USI	6
Health Campaign Development and Evaluation	Camerini	Elective - USI	3

4th semester (SP 2028)			
Core courses (17 ECTS)	**Lecturers**	**Tags**	**ECTS**
Health and Clinical Psychology		Core courses - UNISR	6
Social Psychology		Core courses - UNISR	6
Decision making	TBD	Core courses - UNISR	5
Elective courses (0 ECTS)	**Lecturers**	**Tags**	**ECTS**
Neurosciences in Organization		Elective - UNISR	3
Neuropsychology		Elective - UNISR	2
Health Informatics		Elective - UNISR	2
Psychiatry and Clinical Psychology (extra-credits)		Elective - UNISR	7
How media shapes beliefs		Elective - UNISR	2
Principles of Psychopatology		Elective - UNISR	2
Psychology of video gaming and virtual reality		Elective - UNISR	2
Cognitive Aesthetics and Artificial Intelligence Creativity		Elective - UNISR	3
Psicologia Clinica		Elective - UNISR	8

Thesis	18

Students must acquire **8 ECTS** of **"Elective"** tagged courses or activities from the **3rd, 4th semesters**.

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