

**MASTER OF  
SCIENCE IN  
COGNITIVE  
PSYCHOLOGY IN  
HEALTH  
COMMUNICATION**

**FACULTY OF  
PSYCHOLOGY**



**Università  
della  
Svizzera  
italiana**

## GOALS AND CONTENTS

“Psychology meets health communication. Apply your knowledge in psychology and communication to face the challenges of the today’s health care context”

The Faculty of Psychology of Vita-Salute San Raffaele University (UNISR) and the Institute of Communication and Health of Università della Svizzera italiana (USI), jointly offer a Master in “Cognitive Psychology in Health Communication”. This new and innovative programme focuses on synergies between the theoretical bases of cognitive psychology and those of communication applied to the context of health. Students will acquire, together with advanced knowledge in cognitive psychology and neuroscience, strong theoretical and practical bases in health communication, health informatics, data analysis and management. The Master will familiarize students with the latest research and practice in cognitive psychology and neuroscience providing a modern preparation to lead and influence changes in health policies. The master’s programme is designed to train students to understand health-related behaviours, examine complex frameworks and data in health and implement new strategies to prevent disease and promote health.

The entire master’s programme takes advantage of complementary expertise in the two Universities, USI and UNISR, and offers excellent competences in teaching and research at international level. This Master represents a real innovation in the field of psychology thanks also to the advanced technologies available in the two universities in terms of high-tech equipment, data science, laboratories in biomedicine, and health facilities.

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## A DEGREE PROGRAMME IN PARTNERSHIP WITH USI, UNIVERSITÀ DELLA SVIZZERA ITALIANA

USI, also known as the University of Lugano, is a member of the Swiss university system together with nine other cantonal universities and two Federal Institutes of Technology. It was founded in 1996 and is constantly growing both in size and in the courses offered in its four faculties: Architecture, Economics, Communication Sciences and Informatics. 2964 students from over 100 countries, 333 professors and lecturers and 461 assistants providing an environment rich in exchange, knowledge and personal relations.

## ORGANIZATION

Students will have the opportunity to attend classes both at USI and UNISR campus. At USI students spend the first and third semester, having the opportunity to learn health communication related topics and management basics and fundamentals in health. At UNISR, students will spend the second and fourth semester focussing on advanced theory in modern cognitive psychology, neuroscience, health psychology and social sciences. Over the two years, students will be supported by an active tutoring service and have the possibility to acquire also extra credits participating to seminar activities, ongoing research projects, and laboratory activities. The fourth semester will be only partially devoted to teaching activities and students will entry directly in the job environment conducting a field project offered by selected companies, hospitals or by experimental labs.

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## CAREER OPPORTUNITIES

Psychology in Communication and Health represents a novel field in psychology meeting the need of a new career profile that integrates knowledges in psychology, data analysis, modern communication (via media and web platform) and management. Graduates from the program are expected to work as psychologist in clinics and governmental health organizations, NGOs or other health related domains.

## GENERAL INFORMATION

### Admission Requirements

Bachelor's degree in Psychology granted by an accredited university. Further information for applicants is available upon request at [mphc@usi.ch](mailto:mphc@usi.ch). Up to 30 students will be admitted to the master's programme. Admission depends on curriculum evaluation, including the bachelor final grade (according to the application form), the curriculum studiorum and a motivational letter. The master official language is English. Non-English native speakers applying for this master, or whose previous degree was obtained in another language, are required to provide an internationally acknowledged language certificate equal to the B2 level, as defined by the Common European Framework of Reference for language learning (CEFR), or equivalent (e.g. TOEFL, IELTS, etc.). Further information can be found on [www.mphc.usi.ch/language](http://www.mphc.usi.ch/language).

### Application deadline

Application deadline is June 30 for students who already graduated from Bachelor and those who will discuss their Bachelor thesis within July the 31st (admitted to the list "sub condizione"). If the first list of candidates does not meet the requirements of excellence at the end of July, a second application deadline will be open during the first week of September for applicants who graduate in September.

### Fees

Tuition fees for the Master's degrees amount to CHF 4'000 per semester. Applicants whose official residence was in Switzerland (including Liechtenstein and Campione d'Italia) at the time of the final high school exam (Maturità) pay a reduced semester fee of CHF 2'000.

### Grants

The *Fondazione per le Facoltà di Lugano dell'Università della Svizzera italiana* awards every year the following bursaries to Swiss and foreign students:

– 60 one-off study grants for CHF 4'000 each.

The grants are merit-based and awarded to students admitted to the first year of a USI Master (graduate level) programme: the announcement and application form are published in January, for deadline July 31st.

– 15 one-off study grants for CHF 4'000 each.

The merit-based grants are awarded to students admitted to the second year of a USI Master (graduate level) programme. Priority is given to the



best students having passed all first-year exams of each study programme. The bursary is granted automatically in November, in consideration of the September session exam results. Other study grants are available. For more details, please, visit the following web page: [www.master.usi.ch/grants](http://www.master.usi.ch/grants).

**FIRST SEMESTER – USI**

- Health Communication 6
- Social Marketing 6
- Research Methods in Health Communication 3
- Qualitative Research Methods in Health Communication 3
- Epidemiology and Experimental Design 6
- Learning and Communication 6

**SECOND SEMESTER – UNISR**

- Advanced Topics in Cognitive Psychology 6
- Judgment and Decision Making in Health 9
- Statistical Models for Social Sciences 4
- Recent Advances in Behavioral Neurosciences 12

**THIRD SEMESTER – USI**

- Organizational Behavior 6
- Corporate Strategy 6
- Managerial and Financial Accounting 6
- Electives 8

**FOURTH SEMESTER – UNISR/USI**

- Health Psychology 6
- Organizational Psychology 6
- Thesis 18
- Field Project/Laboratories 6

**Total ECTS 120**

Slight changes in the programme may occur.



## CONTACTS

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