



# MASTER OF SCIENCE IN COGNITIVE PSYCHOLOGY IN HEALTH COMMUNICATION

Faculty of Psychology

Università  
della  
Svizzera  
italiana



## GOALS AND CONTENTS

The Master in “Cognitive Psychology in Health Communication”, jointly offered by the Faculty of Communication of Università della Svizzera italiana (USI) and the Faculty of Psychology of Vita-Salute San Raffaele University of Milan (UNISR), presents a joint Master programme in Cognitive Psychology with an interdisciplinary training in neuroscience, health communication and management. The programme focuses on the intersection between the theoretical bases of cognitive psychology and those of communication applied to the context of health. Cognitive psychology is the study of all those mental processes which are relevant for behaviour, normal and pathological, including, among the many, communication, language, memory, perception, attention, problem solving. Students, who choose this curriculum will get an advanced theoretical background in neuroscience and modern psychology, will learn research methods in health communication and advanced statistical tools for the analysis of health frameworks, acquiring at the same time knowledge on organizational behaviour and management. An additional goal of this programme is to familiarize students with the latest research and practice in these areas and to translate and use this knowledge in the context of health in today’s diverse communities.

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## AWARDED DEGREE

Master of Science Cognitive Psychology in Health Communication from Università della Svizzera italiana (USI) and Università Vita Salute San Raffaele (UNISR) equivalent to “Laurea Magistrale in Psicologia” (classe LM51)

## ORGANIZATION

The Master’s programme is designed to train students who will understand the causes of health-related behaviours and who will also be able to design new and effective interventions to prevent disease and promote health. The entire Master’s programme takes advantage of synergies and complementarities between the two Universities, USI and UNISR, and offers excellent competences in teaching and research. This Master offers a high degree of innovation thanks also to the advanced technologies available on site in the two universities in terms of high-tech equipment, data centres, laboratories, and health facilities. The study programme promotes a cross-sectoral approach along IV semesters. Modules at USI and UNISR are subdivided in thematic modules that include compulsory and electives courses as it follows below. Elective courses and integrative training represent a flexible part of the programme allowing students to deepen either the clinical psychological aspects or to focus on health communication. The programme includes 120 ECTS (minimum) with 61 ETCS compulsory on Psychological Module, 12 ETCS compulsory on Health Communication Module, 15 ETCS Compulsory on Management Module. A student must also acquire during the programme at least 8 ETCS of electives courses. Thesis (18 ETCS) and field project (6 ECTS) are compulsory and must focus on psychology. During the fall semesters (I and III), students will attend classes taught at USI, whereas courses in spring semesters (II and IV) will be taught at UniSR. Over the two years, students will be supported by an active tutoring service and will cumulate extra credits and integrative psychological training, participating in seminar activities, ongoing research projects, and laboratory activities, practical activities held at hospital San Raffaele and in neurology and psychology department at UNISR.



## GENERAL INFORMATION

### Admission Requirements

The formal requirement for admission to the Master's degree in Cognitive Psychology in Health Communication is a Bachelor's degree (Major) in Psychology granted by a recognized university. Up to 30 students will be admitted to the master's programme. Admission depends on the academic results of the candidate. Further information for applicants graduating from a University of Applied Sciences is available online: [www.usi.ch/mphc-admission](http://www.usi.ch/mphc-admission)

This programme is entirely held in English. Applicants who are not native English speaker or whose first degree was not taught in English, are required to provide an internationally recognized certificate to demonstrate a B2 level on the Common European Framework of Reference for language learning (CEFR).

### Application deadline

April 30th (VISA) / June 30th for all those students who will be awarded with a bachelor degree in Psychology (major in Psychology) within end of October 2018. language learning (CEFR).

### 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).

## CAREER OPPORTUNITIES

Cognitive Psychology in Communication and Health is a rapidly growing field, which is often integrated into various fields of psychology, including social psychology, educational psychology, developmental psychology, clinical psychology, marketing and economics. We anticipate that graduates from the programme will work in research labs and institutes, clinics, and governmental health organizations, NGOs or other health domains, schools, notable companies. Furthermore, training in this Master programme is designed to produce students who can design novel and effective interventions to prevent disease and promote health.

## 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.

## **I MODULE PSYCHOLOGY AND RESEARCH METHODS**

### Compulsory (61 ECTS)

- Learning and Memory 6 ECTS I Semester USI
- Research Methods 6 ECTS I Semester USI
- Epidemiology and Experimental Design in Psychology 6 ECTS I Semester USI
- Advanced Topics in Cognitive Psychology 6 ECTS II Semester UNISR
- Decision Making: theory and application 9 ECTS II Semester UNISR
- Advances in Behavioural Neurosciences 12 ECTS II Semester UNISR
- Advanced models for social and psychological sciences 4 ECTS II Semester UNISR
- Health Psychology 6 ECTS IV Semester UNISR
- Organizational Psychology 6 ECTS IV Semester UNISR

### Electives courses and integrative psychological training (min 8 ECTS max 21ECTS)

Psychopathology 4 ECTS IV Semester UNISR

Neuropsychology 4 ECTS IV Semester UNISR

Developmental Psychology 2 ECTS IV Semester UNISR

Health Informatics in Psychology 4 ECTS IV Semester UNISR

Psychiatrics and Clinical Psychology (integrative) 7 ECTS IV Semester UNISR

Integrative training in Psychology 6 ECTS IV Semester UNISR

Compulsory Field Project in Psychology (6 ECTS) IV Semester UNISR/USI

Compulsory Thesis in Psychology (18 ECTS) IV Semester UNISR/USI

## **II MODULE HEALTH COMMUNICATION**

### Compulsory (12 ECTS)

- Health Communication 6 ECTS I Semester USI
- Social Marketing 6 ECTS I Semester USI

### Electives courses in Health Communication (12 ECTS: max 9)

- Interpersonal Communication in Health 3 ECTS III Semester USI
- Efficacy of Health Communication via Media. Including eHealth and Health 3 ECTS III Semester USI
- Health Policy 3 ECTS III Semester USI
- Introduction to Public Health 3 ECTS III Semester USI

## **III MODULE IN MANAGEMENT (15CTS)**

### Compulsory:

- Corporate Strategy 6 ECTS II Semester USI
- Accounting 3 ECTS II Semester USI
- Organizational Behavior 6 ECTS III Semester US





## CONTATTI

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