

Università  
della  
Svizzera  
italiana



UniSR

MASTER'S DEGREE

**in Cognitive  
Psychology in Health  
Communication**

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UniSR

Università Vita-Salute  
San Raffaele

FACULTY OF PSY-  
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# Presentation

## GOALS AND CONTENTS

The Master of science 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.

## ORGANIZATION

Master of Science in **Cognitive Psychology in Health Communication** from Università della Svizzera italiana (USI) and Università Vita-Salute San Raffaele (UniSR) is equivalent to **Laurea Magistrale in Psicologia** (classe LM51). 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.

The Master's programme is designed to **train students who will understand the causes of healthrelated behaviours and who will also be able to design new and effective interventions to prevent disease and promote health**. 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.

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.

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## Master's Degree in Cognitive Psychology in Health Communication

**Prof. Andrea  
Fossati**

*Dean of the Faculty  
of Psychology*

**Prof. Clelia Di Serio**

*Director of the  
Master for UniSR*

**Prof. Peter Schulz**

*Director of the  
Master for USI*



**TOP 25 Best  
young universities  
in the world**  
(*THE Young  
university ranking  
2018*)



**TOP 3 best Master's  
degree in Italy,  
psychological  
category**  
(*Censis, ranking  
2019 of the  
best non-state  
universities*)

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 **San Raffaele Hospital** 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.

**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:** 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.

**USI - Università della Svizzera Italiana**

**2964** students from over **100** countries, **333** professors and lecturers and **461** assistants providing an environment rich in exchange, knowledge and personal relations.

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# Study Program

## 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 21 ECTS)

- 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 Management

### Compulsory (15 ECTS)

- Corporate strategy 6 ECTS II Semester USI
- Accounting 3 ECTS II Semester USI
- Organizational behavior 6 ECTS III Semester US

# Contacts

## **PROF. CLELIA DI SERIO**

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