Master of Art in Economics and Communication
Public Management and Policy (PMP-Lugano)

Specialization
Public Communication and Management
WELCOME TO LUGANO
WELCOME TO USI / OUR CAMPUS
WHY USI?

INTERNATIONAL ATMOSPHERE
- Quality of the Swiss university system
- International, dynamic and welcoming environment
- International faculty

INNOVATION
- Strong ties with the business world
- Flexible structure, open to the exchange of ideas

INTERDISCIPLINARY PROGRAMMES
- Leading interdisciplinary education
- Teacher/student ratio 1 to 9
WHY USI?

### USI at a glance

<table>
<thead>
<tr>
<th>Faculties</th>
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<tbody>
<tr>
<td>Academy of Architecture</td>
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<tr>
<td>Faculty of Biomedical Sciences</td>
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<tr>
<td>Faculty of Communication, Culture and Society</td>
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<tr>
<td>Faculty of Economics</td>
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<tr>
<td>Faculty of Informatics</td>
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<tr>
<td>Students</td>
<td>2971</td>
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<tr>
<td>Graduates</td>
<td>9278</td>
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<tr>
<td>Academic staff</td>
<td>669</td>
</tr>
<tr>
<td>of which, professors and lecturers</td>
<td>387</td>
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<tr>
<td>Countries represented</td>
<td>101</td>
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<tr>
<td>Bachelors</td>
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<td>Advanced studies programmes</td>
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<td>Teacher / student ratio</td>
<td>1/8</td>
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<tr>
<td>Graduates with employment 1 year from graduation</td>
<td>90%</td>
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</table>
MASTER PMP – SPECIALIZATIONS - YOUR CHOICES (3 semester)

- Transformation et innovation dans le secteur public
- Public Finance and Economics
- Gouvernance internationale et administration publique

- Öffentliches Recht
- Politikwissenschaft
- Management der öffentlichen Verwaltung
- Volkswirtschaftslehre

- Public Communication and Management
MASTER PMP – ACADEMIC STAFF

Prof. Marco Meneguzzo  
Faculty of Economics

Prof. Jean-Patrick Villeneuve  
Faculty of Communication,  
Culture and Society

Laura Martignoni  
Programme Manager PMP
MASTER PMP – LUGANO – GENERAL STRUCTURE

1 SEMESTER

Core courses (60 ECTS)

1. Public Management
2. Political science
3. Law
4. Public economics
5. Methodology

2 SEMESTER

Specialization (30 ECTS)

BERN – UNIBE
LOSANNE – UNIL
Mobility extra-CH

LUGANO - USI
Public Communication and Management
Compulsory 18 ETCS + Elective 12 ETCS

3 SEMESTER

Courses are taught in Italian

Courses are taught in English

4 SEMESTER

master thesis (30 ECTS)

Master thesis = 30 ETCS
Master + stage = 20 + 10 ETCS

Italian, French
German, English
The graduate curriculum in Public Communication and Management focuses students' attention on the knowledge and skills required to run public administration departments successfully.

The specialization degree curriculum explores in depth specific areas of the public sector, providing the tools towards their better understanding and interpretation, while further boosting all the basic management skills.

Courses are taught in English.
### MASTER PMP – LUGANO – SPECIALIZATION - COURSES (3 semester)

<table>
<thead>
<tr>
<th>MODULE</th>
<th>COURSES</th>
<th>ECTS</th>
<th>SEM</th>
<th>PROFESSORS</th>
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<tr>
<td></td>
<td>People management and leadership in public sector</td>
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<td>FS</td>
<td>A. Sancino</td>
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<tr>
<td></td>
<td>Accountability and Performance</td>
<td>3</td>
<td>FS</td>
<td>J.P. Villeneuve / S. Calciolari</td>
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<td></td>
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<td>FS</td>
<td>J.P. Villeneuve / M. Meneguzzo</td>
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<td>Social Marketing</td>
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<td>L. S. Suggs</td>
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<td>3</td>
<td>SS</td>
<td>S. De Ascaniis / E. Ruoss</td>
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<td>Entrepreneurship: writing business plans</td>
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<td>G. Colombo</td>
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<td>Organization and social networks</td>
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<td>B. Cottier</td>
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Public communication and management

ACCOUNTABILITY AND PERFORMANCE

- Global concepts of accountability, transparency and participation as they relate to the idea of performance as it is understood and applied in the public sector.
- Theory and techniques underlying impact assessment and program evaluation, as a set of rational approaches aimed to identify and measure the evidence of public interventions’ effects.
- International case studies

J.P. Villeneuve / S. Calciolari
MASTER PMP – LUGANO – COMPULSORY COURSES (3 semester)

Public communication and Management

PEOPLE MANAGEMENT AND LEADERSHIP IN PUBLIC SECTOR

- Managing HR in the specific context institutional context of the public sector, but also addressing the specificities of public sector employees.
- Defining and understanding the notion of leadership in an administrative and political context. What are the boundaries, firm and flexible defining this environment.

A. Sancino
MASTER PMP – LUGANO – **COMPULSORY COURSES** (3 semester)

**Public communication and Management**

CURRENT ISSUES IN INTERNATIONAL AFFAIR

- Meeting and exchanging with global leaders in public affairs
- UN, WB, IMF, Davos, Red Cross, DFAE, IIAS etc.

J.P. Villeneuve / M. Meneguzzo
MASTER PMP – LUGANO – COMPULSORY COURSES (3 semester)

Public communication and management

SOCIAL MARKETING

- Social marketing focuses on creating social change and social innovation through behavior change communication, policy, and environmental changes.

- Key concepts, conceptual frameworks, and theories in social marketing and their implications on social issues (health, environment, political, sustainability) will be examined through a problem-centered approach to learning.

L. S. Suggs
INTERCULTURAL COMMUNICATION

• Key concepts and theories applicable to current intercultural situations, relations, and debates in national and international contexts (culture, multiculturalism, diversity, ethnicity, cultural citizenship...)

• Studies of interactions in institutional, interpersonal and mediated settings.

J. Drzewiecka
MASTER PMP – LUGANO – ELECTIVE COURSES (3 semester)

MANAGEMENT AND ECONOMICS

PROJECT MANAGEMENT
• The theory, methods and quantitative tools used to effectively plan, organize, and control projects.
• Efficient management methods revealed through practice and research.

SOCIAL INNOVATION
• How is change developed, designed and implemented?

APPLIED SOCIAL ENTREPRENEURSHIP
• Social innovations include ideas, concepts, processes and organizations that focus on societal needs.
• Social entrepreneurship can be understood as the process of identifying and starting a new business venture to address a pressing public and societal need.

P. Gonçalves
• Social networks involves a set of theoretical and analytical strategies for understanding systems of interdependent actors and actions.

• Systems include organizations, markets and other similar institutions designed to facilitate information exchange, monitoring, and coordination.
MASTER PMP – LUGANO – ELECTIVE COURSES (3 semester)

MANAGEMENT AND ECONOMICS

G. Colombo

WRITING A BUSINESS PLAN

• Learn to develop and evaluate business plans.
UNESCO WORLD HERITAGE AND TOURISM

- Tourism at World Heritage Sites (WHS) needs of balancing conservation and development, to understand why tourism at WHS can be both an opportunity and a threat and what might be its impact on the sites and on local communities.

- The perspective of governance and management to investigate how new governance strategies and management approaches can help fostering sustainable tourism and better combining tourism development with conservation needs.

S. De Ascaniis / E. Ruoss
MASTER PMP – LUGANO – ELECTIVE COURSES (3 semester)

MANAGEMENT AND ECONOMICS

ECONOMIA DEL SETTORE NON PROFIT

• Il ruolo, l'organizzazione, il finanziamento, le logiche di funzionamento e la performance delle organizzazioni private non profit, con particolare riferimento alla produzione di servizi di pubblica utilità e alle varie forme di economia sociale e civile.

• (1) Che ruolo affidare alle istituzioni non-profit nell'offerta di servizi di pubblica utilità? (2) Quali sono i vantaggi e gli svantaggi di forme istituzionali il cui obiettivo non è la massimizzazione dei profitti? (3) È possibile coniugare competizione e partnership sociale, mercato e società civile?

L. Crivelli
NEWSROOM MANAGEMENT AND ECONOMICS OF JOURNALISM

- Journalism and the mainstream media have become highly commercial activities in Western democracies, many of them struggling for survival and even public TV and radio can hardly escape from the developments on the market place.

- New challenges in the relationship between journalism and technology, in particular when it comes to the role of big digital platforms, disinformation and power distribution on the Internet.

- Strategies to secure and improve journalistic quality and some of the most innovative approaches to the economics of journalism and its future.
COMMUNICATION

INTERNATIONAL RELATIONS AND TOURISM

- Understand international politics.
- Features and trends characterizing the contemporary international system.
- Empirical patterns of mutual influence between international politics and international tourism.

M. Clementi
COMMUNICATION

STATUT POUR L’INFORMATION PUBLIQUE

• L’information n’est plus le fait du prince.
• Législations qui régissent les informations détenues par les autorités publiques que sont les lois sur la transparence de l’administration, celles sur la protection des données et celles sur l’archivage.
• Les règles qui régissent la communication officielle de l’administration et ses rapports avec la presse.
COMMUNICATION

ARGUMENTATION IN CONFLICT RESOLUTION

- Argumentation as a communicative approach to handle disagreement and resolve conflict.
- Communicative competences necessary to approach conflict resolution (questions, active listening, framing and reframing processes, discursive analysis of emotions, and specific argument patterns) to help the parties without renouncing to neutrality.

S. Greco
COMMUNICATION

SOCIAL MEDIA MANAGEMENT

- The use of social media platforms for promoting organizations, brands, ideas and causes has been growing in recent years.

- Media companies increasingly rely on social media management tools both to analyze their activities and to professionalize their engagement with the public on different social media.

- The ability to design, implement, manage and evaluate social media strategies, uses and practices – together with the necessary knowledge and skills to put these activities into action – are therefore essential.
INTERNATIONAL NETWORK

Middle East Mediterranean

MEM

Apply Now

Summer Summit
Lugano, Switzerland

The Seminar
15 - 23 August 2019

The Forum
24 - 25 August 2019

https://www.mem-summersummit.ch
INTERNATIONAL ACTIVITIES

Febbraio 2015,
**Corso PMP - E-government,**
Prof. Lorenzo Cantoni

Swiss University USI wins 3rd place « Peer-to-Peer (P2P) : Challenging Extremism » by DoS

We want to promote peace through heritage preservation. We recognize together with UNESCO that “Heritage is our legacy from the past, what we live with today.”
MASTER PMP – LUGANO – THESIS (4 semester)

Research thesis: 30 ECTS

The Master's thesis consists in a research work in the area of one of the different sectors of the Public Administration. The work, supervised by one or more master's professors, may focus in particular on theoretical or empirical aspects: in any case, students have to demonstrate to be able to apply appropriate concepts, methods, and tools acquired during the programme.

Internship thesis: 18 ECTS (thesis) + 12 ECTS (internship)

Students have the opportunity combine an internship with the thesis, which has to be developed on the same subject.
desk.usi – PRACTICALITIES FOR THE USI COMMUNITIES

For more info visit the official page Università della Svizzera italiana
HOUSING IN LUGANO

**Housing in Lugano / Mendrisio**

<table>
<thead>
<tr>
<th>Students, PhD Candidates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodation, Lugano Campus, Mendrisio Campus, From other Cantons, Foreigners</td>
</tr>
</tbody>
</table>

**Housing Service** is a service of our University designed to help students and assistants in their search for a place to stay.

Housing Service, Lugano campus  
+41 58 666 4489  
alloggi@usi.ch

https://www.usi.ch/en/housing

**Team:**

- **Sebastien Malisio**  
  Staff member - Housing Service, Lugano campus  
  [Contact](mailto:alloggi@usi.ch)

- **Mattia Tamò**  
  Staff member - Housing Service, Lugano campus  
  [Contact](mailto:alloggi@usi.ch)
ITALIAN COURSES

INTENSIVE COURSES OFFERED PRIOR TO THE SEMESTER START / FALL SEMESTER 2020

For information and application:

http://www.italiancourse.usi.ch/communication-economics-informatics-biomedical/
APPLICATION DEADLINES

• **USI Application:** 31 July 2020
  • Send the application form to laura.martignoni@usi.ch

• **Study plan submission:** 30 September 2020
  • Send the study plan form to laura.martignoni@usi.ch
Laura Martignoni,
Programme manager PMP

Università della Svizzera italiana
Via Giuseppe Buffi/ 6900 Lugano Svizzera

Blue Building, Ufficio 208 (2 piano)
tel +41 58 666 4783
laura.martignoni@usi.ch
FOLLOW US....

www.pmp.usi.ch

https://www.youtube.com/watch?v=vDwUsayDVJs&feature=emb_title

USI – Master in Public management and Policy
https://www.facebook.com/usipmp

USI – Master in Public management and Policy (soon online)
Hope to see you next semester in Lugano!