

PROGRAM SUMMER SCHOOL
IN ECONOMICS OF CULTURE

Rome, 5-16 July 2010

I° MODULE: THE ECONOMICS OF CULTURAL GOODS

Coordinator: Pasquale Lucio Scandizzo

This module aims to provide the students with the basic concepts of the economic theory of cultural goods and some of the key methodologies to develop, appraise and monitor economic projects in this field. It will focus on economic problems, but will have a strong interdisciplinary nature. It will encompass problems ranging from epistemology and general economic theory to technology, history and management. The module will attempt to present both an integrated and an articulated case for the need to plan conservation and valorization of cultural goods in a comprehensive context of economic and social development. Key issues treated in the module, in addition to the fundamentals of evaluation and value creation in the field of culture and heritage, will be the contribution that cultural goods may give to substantial freedom and the quality of life in the modern world.

Monday, 5 July 2010

*Sala Scacchi, Building B, II Floor, School of Economic,
University of Rome Tor Vergata – Via Columbia 2, Roma*

- 11.00-13.30 **PASQUALE LUCIO SCANDIZZO**, Professor of Economic and Financial Policy,
School of Economics- University of Rome “Tor Vergata”
- 15.00-17.30 **CARMELA NOTARO**, Research Fellow, School of Economics-
University of Rome “Tor Vergata”

Tuesday , 6 July 2010

*Sala Scacchi, Building B, II Floor, School of Economic,
University of Rome Tor Vergata – Via Columbia 2, Roma*

- 10.30-13.00 **DONATO ABRUZZESE**, Associate Professor of Structural Engineering at the
Department of Civil Engineering - University of Rome “Tor Vergata” and at Second
University of Naples
- 15.00-17.00 **MARIA GIOVANNA STASOLLA**, Associate Professor in Mediaeval History of
Islamic Countries, School of Humanities- University of Rome “Tor Vergata”

Wednesday, 7 July 2010

*Sala Scacchi, Building B, II Floor, School of Economic,
University of Rome Tor Vergata – Via Columbia 2, Roma*

- 10.30-13.30 **SEBASTIANO BAVETTA**, Professor of Economics- University of Palermo
- ANTONIO COGNATA**, President of Theatre Massimo of Palermo
Associate Professor of Political Economy, University of Palermo

II° MODULE: MANAGEMENT OF CULTURE

Coordinator: Alessandro Hinna

The module aims to evidence the main topics of management in cultural organizations, presenting both theoretical and practical contributions. The different sessions will be devoted to the analysis of management models for cultural institutions, through the lens of organizational studies and with the help of specific approaches, instruments and tools. Bringing together research and practice, several relevant topics will be addressed, such as forms and structure of organizations and networks, external influences on organizational development, planning and control process, strategy and implementation. Case studies and practitioners lectures will enrich the debate, raising awareness on managerial implications of the theoretical topics. Offering the latest theoretical, empirical and technical research, the module maps the main significant topics in the field and provides an outstanding opportunity for scholarly debate work as well as for practitioner-researcher exchange

Friday , 9 July 2010

*Sala Scacchi, Building B, I Floor, School of Economic,
University of Rome Tor Vergata – Via Columbia 2, Roma*

10.00-13.00 **ALESSANDRO HINNA**, Assistant Professor of Business Organization,
School of Economics-University of Rome “Tor Vergata”

14.30-17.30 **DANIELE BATTAGLIA**, Press Office at the Accademia Nazionale di Santa Cecilia

Monday , 12 July 2010

*Sala Scacchi, Building B, I Floor, School of Economic,
University of Rome Tor Vergata – Via Columbia 2, Roma*

10.00-13.00 **ROBERTO FERRARI**, Expert in Management of Culture, Private Consultant

14.30-17.30 **MARCO MARINUZZI**, Independent public policy professional, currently consultant for the Province of Gorizia (Directorate for Culture), Fondazione Aquileia and Informest.

Tuesday, 13 July 2010

*Sala Scacchi, Building B, I Floor, School of Economic,
University of Rome Tor Vergata – Via Columbia 2, Roma*

10.00-13.00 **JACOPO MOSCA**, Planning Office “Fondazione Cinema per Roma”

MODULE: MARKETING AND COMMUNICATION

Coordinator: Fabio Severino

The module examines in some detail the role played by marketing in the cultural sector. Specifically in the “theoretical units” it aims to describe two different marketing approaches: consumer marketing (directed to end-users) and business marketing (directed to organizations that may wish to establish relationships with cultural service producers).

The rest of the module examines, topics linked to communication: it looks at new trends in cultural dissemination and communication methodologies for cultural activities, at ways of applying cultural communication to new methodologies and instruments such as the Internet. It also examines the important and after neglected topic of fund raising. The last part named “focus units” is dedicated to the cultural aspects of leisure time, cultural tourism and territory.

Wednesday, 14 July 2010

*Sala Scacchi, Building B, 1 Floor, School of Economic,
University of Rome Tor Vergata – Via Columbia 2, Roma*

9.00-12.00 **LUIS BONET**, Professor of Economics and Director of the Doctoral and the Graduate Program on Cultural Management , University of Barcelona

14.00-17.00 **FABIO SEVERINO**, Research Fellow, BAICR -Vice-President Italian Association of Economics of Culture

Thursday, 15 July 2010

*Sala Scacchi, Building B, 1 Floor, School of Economic,
University of Rome Tor Vergata – Via Columbia 2, Roma*

10.00-13.00 **EMILIANO PAOLETTI**, Director of “Zone Attive” Entertainment and Contemporary Art Company of the Municipality of Rome

14.00 - 17.00 **MASSIMILIANO NUCCIO**, Researcher Fellow of Institutional Analysis and Public Management Bocconi University of Milano

Friday, 16 July 2010

*Sala Scacchi, Building B, 1 Floor, School of Economic,
University of Rome Tor Vergata – Via Columbia 2, Roma*

10.00-13.00 **GIANLUCA ARNESANO**, Specialist in Marketing and Emerging Media, in Digital and Internet Marketing.