## **Seminar on crowdsourcing and crowdfunding**

## Prof. Ivana Pais

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The seminar intends to explore the logic and practical principles of crowdsourcing and crowdfunding. At the end of the seminar, students will be able to: identify the main logic of the main logic of connective action; analyse and critically discuss strong points and critical elements associated with these processes; analyse a crowdfunding campaign; design a crowdfunding campaign (needs analysis, identifying the target, defining a strategy and building communication content, monitoring and assessing outcomes).

***COURSE CONTENT***

The seminar is organised into two modules. The first module introduces the logic of connective action: constituent factors and models; the role of platforms and how they work; digital communication strategy; building and cultivating a community; campaign assessment. For each issue addressed, the specificities of the Italian experience compared to the international one will be highlighted.

The second module is based on group work, aimed at designing a crowdfunding campaign.

***READING LIST***

The reading list for *attending* students will be provided during lectures.

For *non-attending* students:

I. Pais-P. Peretti-C. Spinelli, *Crowdfunding. La via collaborativa all’imprenditorialità,* Egea, Milan, 2014.

***TEACHING METHOD***

The course is organised in the way of a workshop and includes group work aimed at designing a crowdfunding campaign. Frontal lectures and accounts from experts are key for the the project work.

***ASSESSMENT METHOD AND CRITERIA***

Assssment of attending students will be by means of group project work, non-attending students will have an individual interview.

***NOTES AND PREREQUISITES***

There are no prerequisites for the course.

Students who are unable to attend the course should contact the lecturer at the start of the course.

*Further information can be found on the lecturer’s webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENGor on the Faculty notice board.*