## **Industrial Organisation and Regional Economics**

## Prof. Mariacristina Piva; Prof. Paolo Rizzi

**Module on Industrial Organisation and Industrial Policies**

Prof. Mariacristina Piva

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

The course aims to provide students with the theoretical knowledge and empirical tools for critically analysing the industrial dynamics characterising modern economies.

At the end of the course, students will be able to:

* Calculate the indicators used to measure the market concentration
* Identify barriers to entry
* Understand the role of innovation in industrial development
* Comprehend the economic and industrial policy tools

***COURSE CONTENT***

The course will focus on the following topics from a microeconomic perspective:

1. Market structures and market power
2. Industrial concentration index/measures
3. Endogenous barriers to entry
4. Advertising
5. Investments in Research and Development/Innovation
6. Antitrust policies

***READING LIST***

Lipczynski, J., Wilson, J.O.S., Goddard, J., *Economia Industriale*, Pearson, Milan, 2016.

Further study material will be made available on Blackboard.

***TEACHING METHOD***

Lectures and group work.

***ASSESSMENT METHOD AND CRITERIA***

A written exam consisting of three open-ended questions on the topics covered in the course. Each question will be marked out of 10.

One question is compulsory and focuses on industrial concentration index/measures. Students are encouraged to replace this question with a take-home project where they have to empirically test the concentration dimension of an Italian industrial sector.

Assessment is largely based on the student's correct knowledge of the technical indicators used to describe an industrial sector, and on their full understanding (including use of the specific language) of interaction strategies and industrial policy tools.

***NOTES AND PREREQUISITES***

Information on office hours available on the teacher's personal page at <http://docenti.unicatt.it/>.

Lecture attendance is not compulsory, but strongly recommended.

A basic understanding of the principles of microeconomics is required.

**Place Marketing**

Prof. Paolo Rizzi

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

The aim of the course is to provide students with the tools for understanding the ways in which regions and cities are promoted. At the end of the course, students will be able to:

- know the fundamental concepts of the discipline such as the SWOT analysis, the marketing mix applied to territories, and local branding strategies;

- apply the concepts and methodologies learnt within the local economic context;

- autonomously deepen their knowledge and explore more fully the applications learnt, particularly to understand the results of [statistical analyses and of economic policies on a regional and territorial level];

- present their acquired knowledge to third parties, in particular in the analysis of local marketing strategies

- critically elaborate analysis models and local promotion policies

- make suggestions on local marketing strategies

***COURSE CONTENT***

The course will cover the following subjects:

- the main changes taking place in the contemporary economy

- new theories of territorial development

- the notion of local marketing and its theoretical position

- the phases and tools of the marketing plan

- the concept and strategies of local branding

- the capital market and the attraction of investments

- tourism promotion strategies.

***READING LIST***

***Compulsory***

P. Rizzi, E. Ciciotti, P. Graziano, *The role of cities in economic development and the challenges of territorial marketing and place branding*", in M. Baussola, C. Bellavite, M. Vivarelli (Eds.), "*Essays in Honor of Luigi Campiglio*”, Vita e Pensiero, Milan, pp. 157-180, 2018.

P. Rizzi, "*Il marketing e il branding territoriale come sfida per le politiche di sviluppo locale*” in Città in controluce, Vicolo del pavone, Piacenza, no. 17-18, September 2010.

***Recommended for further study***

P. Rizzi, P. Graziano, *Regional Perspective on Tourism Global Trend*, in Symphonya. Emerging Issues in Management, Special Issue Global Tourism Management, pp. 11-26, 2017.

P. Graziano, P. Rizzi, *Turismo e sviluppo regionale,* in F. Ferlaino, D. Jacobucci, C. Tesauro. (Eds.), “Quali confini? Territori tra identità e integrazione internazionale”, collana Aisre, Franco Angeli, Milan, pp. 265-284, 2017.

Other study materials (presentations, articles, book chapters, course packs) will be indicated in class and made available on the course Blackboard platform.

***TEACHING METHOD***

Lectures, practical classes, discussions on cases and articles, and group and individual project work.

***ASSESSMENT METHOD AND CRITERIA***

A written test (50% weight) and group project work or individual assignment (50% weight) will be used for assessment.

The final written test is divided into open-ended questions and multiple-choice questions. The group project work consists of a written report and is presented in class. The individual assignment consists of a written report.

The assessment is expressed as a final mark based on the following criteria: use of appropriate vocabulary, analytical skills, deepening of acquired knowledge and critical thinking skills.

***NOTES AND PREREQUISITES***

Class attendance is strongly recommended. A substantial prerequisite is the Microeconomics course.

Information on office hours available on the teacher's personal page at <http://docenti.unicatt.it/>.