

**MIC III\_2011/2012**  
**IULM University**  
**Specialization Module Framework**

<b>Course</b>	<b>Development and communication</b>	<b>Social responsibility and communication</b>	<b>Public Affairs&amp;Advocacy</b>
<b>Course leader</b>	Dr. S.Marelli Dr. M.Falcone	Prof. L. Brusati	Prof. J.Thurber
<b>Aims</b>	<ul style="list-style-type: none"> <li>- Describe different theoretical approaches to communication in development and their links to changing ideas about development;</li> <li>- Develop a critical understanding of communication theory and the practical application of communication media in development contexts;</li> <li>- Strengthen professional competence in design, plan and management of information and knowledge in development interventions.</li> </ul>	<ul style="list-style-type: none"> <li>- To develop the student's understanding of corporate social responsibility communication: stakeholder information, response and involvement strategies;</li> <li>- Develop a critical understanding of practical application through case studies analysis;</li> <li>- Strengthen professional competence in the design, planning and management of information and knowledge in SRC cases.</li> </ul>	<ul style="list-style-type: none"> <li>- To outline the art and craft of the lobbying profession: strategies, tactics, methods, techniques, regulations, and ethics of those who advocate public policy options to public officials;</li> <li>- Describe the "state of the art" of Public Affairs&amp;Advocacy theory;</li> <li>- Develop a critical understanding of practical application through case studies analysis.</li> </ul>
<b>Learning outcomes</b>	<ul style="list-style-type: none"> <li>- To be aware of communication for development theory and practical implications;</li> <li>- To understand critically the main DevComm case studies in contexts for intern. organisations and/or NGO;</li> <li>- To be able to build a DevComm plan;</li> <li>- To evaluate the communication process outcomes.</li> </ul>	<ul style="list-style-type: none"> <li>- To understand the role of the communication professional in relation to social responsibility;</li> <li>- To understand how can an organisation implement a socially responsible philosophy with the support of its stakeholders process;</li> <li>- To evaluate the communication process outcomes.</li> </ul>	<ul style="list-style-type: none"> <li>- To understand key terms and concepts related to lobbying;</li> <li>- To be familiar with the fundamental principles and legal foundations of lobbying in the United States;</li> <li>- To be able to identify and discuss issues facing public advocacy;</li> <li>- To gain conceptual frameworks and skills to use in thinking through lobbying strategies.</li> </ul>
<b>Professional task</b>	<p><b>Workshop &amp; Simulation Lab</b></p> <p>Workshop for guided and assisted teamwork according to the following principles:</p> <ul style="list-style-type: none"> <li>- Problem driven</li> <li>- Applied research</li> <li>- Professional role (advice, plan, interview, report, training, speech)</li> </ul>	<p><b>Workshop &amp; Simulation Lab</b></p> <p>Workshop for guided and assisted teamwork according to the following principles:</p> <ul style="list-style-type: none"> <li>- Problem driven</li> <li>- Applied research</li> <li>- Professional role (advice, plan, interview, report, speech)</li> </ul>	<p><b>Workshop &amp; Simulation Lab</b></p> <p>Workshop for guided and assisted teamwork according to the following principles (:</p> <ul style="list-style-type: none"> <li>- Problem driven</li> <li>- Applied research</li> <li>- Professional role (advice, plan, interview, report, speech)</li> </ul>

# Contents

## Development and communication

**Course leader:** Prof. A. Rossi (to be confirmed)

<i>Topic</i>	<i>Lecturer</i>	<i>Hours</i>
1. Development and Communication: introduction and conceptual foundations	Dr. S. Marelli	16
2. Development and Communication: Crises and Emergency Risk Communication	Prof.M.Lombardi	8
3. Development and Communication: Communication and migration	Dr. B.Ghiringhelli	8
4. Development and Communication and case studies	Dr. M. Lubetkin	16
5. Workshop DevComm/Personal Planning & Development	Dr.M. Falcone	32

## Social responsibility and communication

**Course leader:** Prof. L.Brusati

<i>Topic</i>	<i>Lecturer</i>	<i>Hours</i>
1. CSR communication: stakeholder information, response and involvement strategies;	Prof. L.Brusati	32
2. Case studies about CSR	Dr.M.J.Stopford	4
3. Corporate Culture & Sustainability	Prof.M.Goodman	12
4. Workshop SCR/Personal Planning & Development	Dr.P.Fedele	32

## Public Affairs&Advocacy

**Course leader:** Prof. J.Thurber

<i>Topic</i>	<i>Lecturer</i>	<i>Hours</i>
1. Introduction	Dr.R.Razeto	4
2. Conceptual foundations: definition and major trends in Public Affairs&Advocacy	Prof. J.Thurber	16
3. Case studies about PA&Advocacy	Dr.M.J.Stopford	16
4. Corporate Communication, Managing Public Issue	Prof.M.Goodman	12
5. Workshop Public Affairs&Advocacy /Personal Planning & Development	Dr.M. Falcone	32

## Academic calendar and timetable

Classes will take place from February 6<sup>th</sup> to May, 2012

As a rule, classes will be scheduled from Monday to Friday, from 9:30 am to 12:30 pm and from 2.00 pm to 5.00 pm.

*(Timetables could vary, according to organizational needs)*

**Final exams** will take place during the workshops, at the end of each course.

**Total workload:** 80 academic hours for course, in total n. 240 academic hours.

**Structure:** 14 weeks (9 week of 16 a.h. per + 1 week of. 32 a. h.+1 week of 24 a.h.+2 weeks of 20 a.h.).

**Academic Calendar 2011-20102– MIC Semester IULM University**

<b>Week</b>			<b>Specialization</b>	<b>Day of Lesson</b>
<b>5</b>	<b>February</b>	6	Introduction	Mon
<b>6</b>		6 – 10	Development and communication	Mon_Tu_We
<b>7</b>		13 – 17	Development and communication	Tu_We_Fri
<b>8</b>		20 – 24	Workshop DevComm/Personal Planning & Development	Tu_We
<b>9</b>	<b>March</b>	27 – March 2 <sup>nd</sup>	Workshop DevComm/Personal Planning & Development	Tu_We
<b>10</b>		5 – 9	Social responsibility & communication	Tu_We
<b>11</b>		12 – 16	Social responsibility & communication	Tu_We
<b>12</b>		19 – 23	Workshop SCR/Personal Planning & Development	Mon_Tu_We
<b>13</b>		26 – 30	Workshop SCR/Personal Planning & Development	Tu_We
<b>14</b>	<b>April</b>	April 2 <sup>nd</sup> – 6 <sup>th</sup>	Social responsibility & communication	Mon_Tu_We_Thu
<b>15</b>		6 – 13 <sup>th</sup>	Easter Holidays	
<b>16</b>		16 – 20	Public Affairs&Advocacy	Tu_We
<b>17</b>		23 – 27	Public Affairs&Advocacy	Mon_Tu
<b>18</b>	<b>May</b>	April 25 <sup>th</sup> and May 1 <sup>st</sup>	Holiday	
<b>19</b>		April 30 <sup>th</sup> – May 4 <sup>th</sup>	Workshop Public Affairs & Advocacy /Personal Planning & Development	We_Thu
<b>20</b>		7 – 11	Workshop Public Affairs&Advocacy /Personal Planning & Development	Tu_We

**Evaluation**

IULM University applies the Italian national grading scale, i.e. marks are given in numbers over 30 (in thirtieths).

Table for Italian grade system conversation into ECTS:

ECTS	A	B	C	D	E
National Grade System	30L-30	29-27	26-24	23-20	19-18