

N.	Data	Prog.	TOPIC	READINGS	KNOWLEDGE CO-PRODUCTION
1	1.10	3	COURSE PRESENTATION	Franzen: Kenyon College Speech Quality Higher Education USA	X
2	2.10	5	MKTG EVOLUTION Mktg Reforms	Kathy Sierra – Punk Mktg – Cova – Cluetrain Manifesto – Lindstrom – Iabichino – Mktg Culture Instituzionalized	X
3	8.10	8	POST-MODERN ERA POST-MODERN ERA & MKTG	Zweig – Codeluppi – Bocca – Papi – Deezer – Corciulo – Pinker – Solnit	Mktg post-modern world
4	9.10	10	PERSONALITY & CONSUMPTION	Scitovsky – Symbols for sale – Invisible badge (Buying In)	Emotional regime experiential consumption
5	15.10	13	BRAND LEADERSHIP Brand: Origin – Relevance – Functions – Evolution – Power – Consequences	Semprini – Kalenji – Finzi – Centromarca	Branding Ideology
6	16.10	15	BRAND AS TEXT / SIGN	Semiotic note on Branding – Marks of Excellence	Negotiating brand meaning Hermeneutics of branding Co-creation chaotic
7	22.10	18	BRAND ALPHABET Brand: Definition – Structure – Operating principles – Anatomy – Architecture	Brand Glossary Visual Id Guides –Unconscious branding – Neurobranding – Caso P & G, Unilever	Evolving brand logic

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8	23.10	20	BRAND ALPHABET Brand: Definition – Structure – Operating principles – Anatomy – Architecture	Brand Glossary Visual Id Guides – Unconscious branding – Neurobranding – Caso P & G, Unilever	Fuzzy promises
9	29.10	23	CRAFTING A SUCCESSFUL BRAND Positioning – Perceptioning – Lovemarks – Storytelling – Iconic	Lovemarks – Carrada – Pacifico – Montague – 22 Immutable Laws – Brand in a post-branded – Brand Bubble – Buyology – Grow	Perils of life-style branding
10	30.10	25	CRAFTING A SUCCESSFUL BRAND Positioning – Perceptioning – Lovemarks – Storytelling – Iconic	Lovemarks – Carrada – Pacifico – Montague – 22 Immutable Laws – Brand in a post-branded – Brand Bubble – Buyology – Grow	Doppelgänger Brand image Brand Experience
11	19.11	28	Ethics Module Lec. # 1		
12	20.11	30	CRAFTING A SUCCESSFUL BRAND Positioning – Perceptioning – Lovemarks – Storytelling – Iconic	Lovemarks – Carrada – Pacifico – Montague – 22 Immutable Laws – Brand in a post-branded – Brand Bubble – Buyology – Grow	
13	21.11	33	Triennale Design Museum Milano		

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14	27.11	35	Guest Speaker # 1 Dr. Ivo Ferrario Centromarca		
15	3.12	38	Ethics Module Lec. # 2		
16	4.12	40	Guest Speaker # 2 Dr. Paolo Isolati Bauli		
17	10.12	43	Ethics Module Lec. # 3		
18	11.12	45	Guest Speaker # 3 Dr. Andrea Meneghelli Brooks England		
19	17.12	48	Ethics Module Lec. # 4		
20	18.12	50	BRAND IN THE FUTURE	Tyrell – Fornezza – Soda – Moon – Aaker – Uprising – Black Swan P & G – HBR Customer advocacy	Uninvited brand
21	7.1.14	53	BRAND & HAPPINESS	Borgmann – Kahneman – Gilbert – Seligman – Csikszentmihalyi – Aaker – Richins Schwartz – Iyengar	Shifting happiness Wanting vs. Having
22	8.1.14	54	COURSE CONCLUSION CIEI 2013/14 Manifesto	Moon – Management and Humanities	