In red my suggestions for next time (oct 1st):

For the discussion on the effective field theory viewpoint on QFT you can read section I.3 of my Cargese lectures **arXiv:hep-ph/0607055**

For a pedagogical presentation of effective field theories you can read

-I. Rothstein, TASI lectures on effective field theories, **arXiv:hep-ph/0308266 (lecture I)**
- chapter 6 of Claudio Scrucca's lectures **http://itp.epfl.ch/page70228.html**
-A. Manhoar, Effective field theories, **arXiv:hep-ph/9606222**
-D.B. Kaplan, Five lectures on effective field theory, **arXiv:nucl-th/0510023**

A beautiful overview on the 'wilsonian' (a must):

The renormalization group and critical phenomena.
K.G. Wilson, (Cornell U., LNS) . 1993. 18pp.
Published in **Rev.Mod.Phys.55:583-600,1983**.
(I suggest to read it by oct 1st)

To see the connection between Wilsonian approach and usual approach to renormalization see

Renormalization and Effective **Lagrangians.**
Joseph Polchinski, (Harvard U.) . HUTP-83-A018, Apr 1983. 36pp.
Published in **Nucl.Phys.B231:269-295,1984**.

To go into more depth see also:

The Renormalization Group: Critical Phenomena and the Kondo Problem.
Kenneth G. Wilson, (Cornell U., LNS) . CLNS-296, Dec 1974. 244pp. Cargese lecture notes (1973).
Published in **Rev.Mod.Phys.47:773,1975**.

The Renormalization group and the epsilon expansion.
K.G. Wilson, (Princeton, Inst. Advanced Study & Cornell U., LNS) , John B. Kogut, (Princeton, Inst. Advanced Study) . Jul 1973. 126pp.
Published in **Phys.Rept.12:75-200,1974**.