COMM 431 – Global Strategy for the Communications Industry
4 Units
Spring 2015— Monday 2:00-4:50pm
Section: 20645R
Location: ANN 309

Instructor: Paolo Sigismondi, MBA, PhD

I. Course Description and Overall Learning Objectives

The unfolding phenomena of globalization are ushering in significant changes in the communications industry, both in the production and the delivery of information, news and entertainment content worldwide. The convergences and collisions of the telecom, media, and entertainment industries at the turn of the 21st century provide new challenges for the entities operating in the different sectors and offer potential opportunities for entrepreneurial endeavors.

This course addresses the practical and theoretical aspects of the international economy that are most relevant to management strategy in the communications industry. It analyzes the global strategies of companies competing in the international arena across a variety of industry sectors: telecommunications, the Internet, broadcasting, film, television, sports, news, and music industry. Different strategies and business practices are illustrated, similarities and common trends are identified in a global landscape shaped by the increasing digitalization of media content and platforms.

The broader goal of the course is to increase the economic literacy of the participants addressing the international dimensions of the communications industry, and specifically deepening their ability to understand the dynamics of the production and distribution of communication content as well as the different delivery platforms at a global level.

II. Required Readings and Supplementary Materials
REQUIRED TEXT
* Gershon, R. A. (2013). Media, Telecommunications and Business strategy, 2nd ed.. New York: Routledge. MTB

SUGGESTED ADDITIONAL TEXTS
* Sigismondi, P. (2012). The Digital Glocalization of Entertainment: New Paradigms in the Global Mediascape. New York: Springer Science + Business Media DGE. Available through the USC electronic library system

The rest of the readings are on reserve at the USC Leavey library, or are available on line. There will be additional short readings distributed in class, or posted on Blackboard, on current evolutions of the industries analyzed.

III. Assignments, Assessment and Grading Breakdown

<u>COURSE REQUIREMENTS</u>

1. Class participation. Students are expected to make informed contributions to class discussions and online activities, coming to class having completed all assigned readings.

2. Class presentation. Students will be asked to identify and present relevant examples of global strategy in the communication industries, explaining how they relate to the readings and topics discussed in class.

3. Midterm exam. There will be a closed book midterm exam on February 29.

4. Course project. Student will individually conduct research on a topic related to this course. A one page synopsis of the project should be submitted for approval by March 10. The final presentations will take place in the last two weeks of classes, and they must include visual aids and a short paper (8-10 pages suggested) to be submitted via e-mail to the instructors by 1:50 pm, April 25.

5 Final exam. There will be a take-home final exam due to the instructor via e-mail by 4:00 PM PST, Monday May 9.

<u>GRADING</u>

Requirements will be weighed as follows:

	Points	% of Grade
Class Participation	50	10
Class Presentation	50	10
Midterm Exam	125	25
Course Project	150	30
Final Exam	125	25
TOTAL	500	**100%**

The course measures an "A" as 94% or higher
an "A- " as 90-93%
a "B+" as 87-89%
a "B" as 84-86%
a "B-" as 80-83%
a "C+" as 77-79%
a "C" as 74-76%
a "C-" as 70-73% and so on

IV. Laptop Policy

Effective fall 2014, all undergraduate and graduate Annenberg majors and minors will be required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the Annenberg <u>Virtual Commons</u> for more information. To connect to USC's Secure Wireless network, please visit USC's <u>Information Technology Services</u> website.

V. Tentative Course Schedule
Please be advised that this syllabus is subject to change – and probably will change – based on the progress of the class, news events, etc.

Week 1. The Global communications landscape: an overview (Jan. 11)

Week 2. (Jan. 18) Martin Luther King Day, university holiday – no class

Week 3. Global strategic management (Jan. 25)

Week 4. Globalization in communication content: Movies (Feb. 1)

Week 5. Global Television (Feb. 8)

Week 6. (Feb. 15) Presidents' Day, university holiday – no class

Week 7. Global Television (continued) (Feb. 22)

Week 8. MIDTERM EXAM (Feb. 29)

Week 9. Global Music, News, Sports and Advertising (Mar. 7)

SPRING RECESS – NO CLASS on Mar. 14

Week 10. Global Music, News, Sports and Advertising (continued) (Mar. 21)

Week 11. The global evolution of delivery platforms (Mar. 28)

Week 12. Global strategic trends across the communications industry: The digital glocalization of entertainment (Apr. 4)

Week 13. Media and telecommunication management in a digital environment (Apr. 11)

Week 14. Project Presentations (Apr. 18)

Week 15. Project Presentations (Apr. 25)

FINAL EXAM: due to the instructor via e-mail by 4:00 PM PST, Monday May 9.

VI. Policies and Procedures

A. Plagiarism

Statement on Academic Conduct and Support Systems
Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Section 11, Behavior Violating University Standardshttps://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, http://policy.usc.edu/scientific-misconduct/.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the Office of Equity and Diversity http://equity.usc.edu/ or to the Department of Public Safety http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us. This is important for the safety whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. The Center for Women and Men http://www.usc.edu/student-affairs/cwm/ provides 24/7 confidential support, and the sexual assault resource center webpage sarc@usc.edu describes reporting options and other resources.

Support Systems
A number of USC's schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the American Language Institute http://dornsife.usc.edu/ali, which sponsors courses and workshops specifically for international graduate students. The Office of Disability Services and Programs http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.htmlprovides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, USC Emergency Information http://emergency.usc.edu/will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

USC School of Communication Policy on Academic Integrity
The following is the USC Annenberg School of Communication's policy on academic integrity and repeated in the syllabus for every course in the school:

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by

others as well as to avoid using another's work as one's own. All students are expected to understand and abide by these principles. *SCampus*, the Student Guidebook, (www.usc.edu/scampus or http://scampus.usc.edu) contains the University Student Conduct Code (see University Governance, Section 11.00), while the recommended sanctions are located in Appendix A.

All academic integrity violations will be reported to the office of Student Judicial Affairs & Community Standards (SJACS), as per university policy, as well as Communication school administrators. In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course or Learning Lab, without approval of the instructor.

B. Statement for Students with Disabilities
Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me (or to TA) as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. Website and contact information for DSP: http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html, (213) 740-0776 (Phone), (213) 740-6948 (TDD only), (213) 740-8216 (FAX) ability@usc.edu.

C. Stress Management
If you start to feel overwhelmed, it is important that you reach out for help. A good place to start is the USC Student Counseling Services office at 213-740-7711. The service is confidential, and there is no charge.

D. Sexual Assault Resource Center
The Center for Women & Men and the Sexual Assault Resource Center are one and the same. Student Counseling Services is a separate place that also offers confidential counseling and support groups on a variety of other topics. To schedule an appointment with Student Counseling Services, call (213) 740-7711 between 8:30 a.m. and 5 p.m. weekdays or visit the Engemann Student Health Center on the University Park Campus.

E. Emergency Preparedness/Course Continuity in a Crisis
In case of a declared emergency if travel to campus is not feasible, USC executive leadership will announce an electronic way for instructors to teach students in their residence halls or homes using a combination of Blackboard, teleconferencing, and other technologies.