CMGT 531 Communication and the International Economy
Spring 2012

Jonathan Aronson - Professor
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Class: Monday 5:00-7:50 in KER 202
Office Hours: KER 206: Monday 3:00-5:00 and by appointment

Catalogue Description: Examines the impact of global economic changes on communications industries, the political and economic forces shaping these industries and the roles of it managers.

Course description: This course examines how changes in the technological and political-economic environment have transformed the terms of competition in the communication and information technology (ICT) industries on a global scale. It focuses on the strategies of companies across a variety of ICT sectors: broadcasting, film, telecommunications, the Internet, video games, social networks, and the music industry. The course begins with a discussion of the emergence of a global information economy and the role of ICTs in global markets. Leadership and governance issues are introduced. In the second part, we focus on specific ICT sectors and look at real-world examples though a series of case studies.

Career relevance: As the revolution in communication technologies creates global markets, the ability to understand the international dimension of the commercial decisions with which organizations are confronted has become a critical managerial skill. Whether you pursue a career in Hollywood, an Internet start-up, advertising, government, or the non-profit sectors you will be faced with decisions that cut across political, economic, and cultural borders. How should you expand internationally? How important is having locally produced content? What are the regulatory and cultural barriers that need to be considered in your strategy? This course is designed to provide students the analytical tools to address these types of questions by focusing on the global forces shaping communication markets (understood broadly) and the global economy and how firms are adapting their international strategies to these changes.

Class structure: The course will follow a seminar teaching style, which implies keeping lectures to a minimum and stressing class discussions around the case studies, since they represent the kind of real-world situation you are likely to face in your career. Each meeting will be divided in two parts (with a 10-minute break in between). The first part will be more lecture-oriented, while the second will be dedicated to the case studies and will be often led by the students (see below).
**Course requirements:** There are four requirements for the course:

1. **Class participation.** Students are expected to make informed contributions to class discussions and in-class activities. What does it take to make informed contributions? First, do the readings before class. Second, students should follow the ICT industry news.

2. **Book Review and 10 Short Article Summaries.** Book Review for IJoC due on March 21; article reviews throughout the semester.

3. **Case study presentation.** Student will work in groups to present and lead discussion on the weekly case studies (the size of the groups will depend on the number of students in the class). Each group will be assigned one case study. Cases will be assigned on a first-come first-served basis.

4. **Class project.** Students will work individually or in groups on a project to develop a case study related to the topics covered in class. A one-page synopsis of the project should be submitted by October 1. Students will present their projects to the class in the last two weeks of classes. Presentations must be business-like (30 minutes suggested), and include visual aids and a written report (15-20 double-spaced pages suggested).

**Grading:** Requirements will be weighed as follows:

- Class participation 20%;
- Book Review and 10 Short Article Summaries (30%);
- Case study presentation 10%
- Class project 40%

**Important dates:**

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<thead>
<tr>
<th>Assignment</th>
<th>Due by</th>
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<tbody>
<tr>
<td>Case study preferences</td>
<td>January 23</td>
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<tr>
<td>One-page project synopsis</td>
<td>February 6</td>
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<tr>
<td>Book Review</td>
<td>March 19</td>
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<td>Spring Break</td>
<td>March 12</td>
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<td>Class project presentation</td>
<td>April 23</td>
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<tr>
<td>Final project reports due</td>
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**Academic Integrity:**

The Annenberg School for Communication is committed to upholding the University's Academic Integrity code as detailed in the SCampus Guide. It is the policy of the School of Communication to report all violations of the code. Any serious violation or pattern of violations of the Academic Integrity Code will result in the student's expulsion from the Annenberg Communication School.
**Disability Accommodation:**

A brief announcement from the Office of Civil Rights: Students requesting academic accommodations based on a disability are required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from the DSP when adequate documentation is filed. Please be sure the letter is delivered to me as early in the semester as possible. DPS is open Monday-Friday, 8:30 to 5:00. The office is in Student Union 301 and their phone number is (213) 740-0776.

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**CMGT531: Class Schedule**

**Week 1 (January 9): INTRODUCTION: GLOBALIZATION & FINANCIAL CRISIS**

If you have the time and interest over the break take a look at:


At a later point you may want to read:

Carmen Reinhart & Kenneth Rogoff, *This Time is Different*

**PLEASE DO NOT PURCHASE OTHER BOOKS UNTIL AFTER THE FIRST MEETING**

**Week 2 (January 16): NO CLASS: Martin Luther King Day**
Week 3 (January 23): HISTORY


Week 4 (January 30): THE INFLECTION POINT


Cowhey, Peter and Jonathan Aronson (2009), *Transforming Global Information and Communication Markets*. Introduction, Chapters 1 thru 5. Available at: www.globalinfoandtelecom.org
**Week 5 (February 6): CYBERSECURITY:**


White House Cybersecurity Proposals. Check out proposal from WH available at: http://www.whitehouse.gov/cybersecurity and also see:


**Other possible sources include:**


**Week 6 (February 13): CASE STUDY: GOOGLE AND CHINA AND BEYOND**

[http://www.state.gov/secretary/rm/2010/01/135519.htm](http://www.state.gov/secretary/rm/2010/01/135519.htm)

Hillary Clinton, Remarks on Remarks on Internet Rights and Wrongs: Choices & Challenges in a Networked World  
[www.state.gov/secretary/rm/2011/02/156619.htm](http://www.state.gov/secretary/rm/2011/02/156619.htm)


Read these short articles at the following web sites:


[http://appadvice.com/link/358801284](http://appadvice.com/link/358801284)

CSCAP Study Group Memo on Cybersecurity, ASEAN Regional Forum Cyber Security Strategy, “Towards Ensuring A Safer Regional Cyber environment.” (To be distributed)

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**Week 7 (February 20): NO CLASS: Presidents Day**
**Week 8** (February 27): INTELLECTUAL PROPERTY


OR


AND


**Week 9** (March 5): IP CASE STUDY: THE MUSIC INDUSTRY AND THE RIAA


**Week 10** (March 12) NO CLASS: Spring Break
**Week 11 (March 19) THE CLOUD**


“Open Cloud Manifesto,” Available at: http://www.opencloudmanifesto.org/


**Week 12 (March 26). PRIVACY, TRANSPARENCY & DATA PROTECTION**


Strickling, Lawrence E. NTIA, Remarks on Privacy and Innovation, 32nd International Conference of Data Protection and Privacy Commissioners, Jerusalem, October 27, 2010. (to be distributed)


**Week 13 (April 2). CHINA I: EQUIPMENT, STANDARDS & WIRELESS**

Cowhey, Peter and Jonathan Aronson (2009), *Transforming Global Information and Communication Markets*. Chapter 8. Available at: [www.globalinfoandtelecom.org](http://www.globalinfoandtelecom.org)


**Week 14 (April 9): CHINA II: INNOVATION POLICY**


**Week 15: (April 16): TRADE**

Cowhey, Peter and Jonathan Aronson (2009), *Transforming Global Information and Communication Markets*. Chapter 7. Available at: [www.globalinfoandtelecom.org](http://www.globalinfoandtelecom.org)


**Week 16 (April 23). GOVERNANCE**

Cowhey, Peter and Jonathan Aronson (2009), *Transforming Global Information and Communication Markets*. Chapters 6, 9 & 10. Available at: [www.globalinfoandtelecom.org](http://www.globalinfoandtelecom.org)


**Week 17 (April 30). Project presentations.**

Since we lose two Monday class to Holidays, I would like to add an additional session during exam week. If the timing does not work, we will pick another evening.