

COMM 208
Media Economics: Perspectives on Communication Industries
Spring 2013*

Section: 20401R 2 units, W 12:00 – 1:50 PM, ASC 204

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COURSE DESCRIPTION

This course follows, logically and chronologically, the foundations laid out in the course COMM 207 Economic Thinking for Communication and Journalism. It introduces principles of media economics and then applies them in the analysis of various communication industries: Motion pictures, Music, Video Games, Advertising and Public Relations. The global dimensions of these industries are also illustrated in a media landscape shaped by the unfolding digital revolution.

COURSE OBJECTIVES

The purpose of this course is to increase the economic literacy of the participants and provide a consistent set of core questions and concepts – a tool kit – to help analyze, innovate, lead, and be successful in these and other industries. The students will leave the class equipped to understand the principles of media economics that are shaping the evolution of the communication industries.

REQUIRED TEXT

Turow, J. (2011). *Media today: An introduction to mass communication* (3rd or 4th edition). New York: Routledge.

Suggested readings, available through the USC electronic library system:

Doyle, G. (2002) *Understanding Media Economics*. London: Sage

Sigismondi, P. (2011). *The Digital Glocalization of Entertainment: New Paradigms in the Global Mediascape*. New York: Springer Science + Business Media.

There may be additional short readings distributed in class or available on line.

ADA COMPLIANCE STATEMENT

Any student requesting academic accommodation 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 your instructor 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. The phone number for DSP is 213-740-0776.

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 violations or pattern of violations of the Academic Integrity Code will result in the student's expulsion from the Communication major or minor.

COURSE REQUIREMENTS

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. **Midterm exam.** There will be a closed book midterm exam on March 6.
3. **Course project.** Students will conduct research on a topic related to this course. The final presentations will take place in the last weeks of classes, and they must include visual aids and a short paper (5-7 pages suggested).
4. **Final exam.** The final exam will take place on Friday, May 10, 11:00 -1:00 p.m.

GRADING

Requirements will be weighed as follows:

Class participation	10% - 50 points
Midterm exam	30% - 150 points
Course project	30% - 150 points
Final exam	30% - 150 points
Total	100% - 500 points

Tentative Course Schedule

- Week 1. Introduction to Course (Jan. 16)**
- Week 2. The Motion Picture Industry (Jan. 23)**
- Week 3. The Motion Picture Industry - continued (Jan. 30)**
- Week 4. The Hollywood System (Feb. 6)**
- Week 5. The Recording Industry (Feb. 13)**
- Week 6. The Recording Industry - continued (Feb. 20)**
- Week 7. The Video Game Industry (Feb. 27)**
- Week 8. MIDTERM EXAM (Mar. 6)**
- Week 9. The Advertising Industry (Mar. 13)**
- Week 10. SPRING RECESS – NO CLASS (Mar. 20)**
- Week 11. The Advertising Industry - continued (Mar. 27)**
- Week 12. The Public Relations Industry (Apr. 3)**
- Week 13. The Global Dimensions of the Communication Industries (Apr. 10)**
- Week 14. Media Companies in an Evolving Digital Landscape (Apr. 17)**
- Week 15. Lessons Learned & Project Presentations (Apr. 24)**
- Week 16. Lessons Learned & Project Presentations (May. 1)**

FINAL EXAM: Friday, May 10, 11:00 -1:00 p.m.

***Preliminary version of the syllabus, to be updated by January 2013**