

I. Course Description

This course introduces microeconomic and macroeconomic principles analyzing contemporary issues in communication and media industries from an economic perspective. The course begins with introductory lectures on economic principles and political economy for communication and media, and then applies these principles first to three core industries/platforms - broadcasting, the newspaper industry, and the Internet - then to the Motion pictures, Music, Video Games, Advertising and Public Relations industries. Each industry will be analyzed in a series of lectures focusing on its history, political economy, recent evolutions and current issues. Political economy is the discipline that explores and explains how markets intersect with government, and how in media and communication industries stakeholders attempt to translate their commercial power into political influence and vice versa.

II. Overall Learning Objectives and Assessment

The purpose of this course is to teach communication students about some of the most important issues across the core media industries by examining critical political and economic factors that shape them. The course will 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 political and economic dynamics that are shaping the evolution of communication and media.

III. Required Readings and Supplementary Materials

REQUIRED TEXTS

- Turow, J. (2014). Media today: An introduction to mass communication (5th edition). New York: Routledge.
- Doyle, G. (2013). Understanding media economics (2nd edition). London: Sage Publications.

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.

IV. Assignments, Assessment and Grading Breakdown

COURSE REQUIREMENTS

- 1. Class participation.** Students are expected to make informed contributions to class, discussions sessions and online activities, coming to class having completed all assigned readings.
- 2. Midterm exam.** There will be a closed book midterm exam on October 5.
- 3. Course project.** Students will conduct research in groups 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) to be submitted via e-mail to the instructors.
- 4. Final exam.** There will be a closed book final exam on Friday December 9, 11:00 am – 1:00 pm.

GRADING

Requirements will be weighed as follows:

	Points	% of Grade
Class Participation	50	10
Midterm Exam	175	35
Course Project	100	20
Final Exam	175	35
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

V. 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 [Virtual Commons](#) for more information. To connect to USC’s Secure Wireless network, please visit USC’s [Information Technology Services](#) website.

VI. 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. Introduction to Course

Week 2. Microeconomic - Macroeconomic Principles and Political Economy for Communication

Week 3. Broadcasting - History and Current Issues

Week 4. Broadcasting - The Political Economy of Broadcasting and Public Broadcasting

Week 5. The Newspaper Industry and the Print Media – History, Current Issues and the Political Economy of Print Media

Week 6. The Internet – History, Current Issues and the Political Economy of the Internet

Week 7. Telecommunications (Telephone, Broadband, and Wireless)

Midterm Exam: October 5

Week 8. The Motion Picture Industry and the Hollywood system

Week 9. The Recording Industry (Feb. 10)

Week 10. The Video Game Industry

Week 11. The Advertising Industry

Week 12. The Public Relations Industry

Week 13 Media Companies in an Evolving Digital Landscape

Week 14. The Global Dimensions of the Communication Industries

Week 15. Lessons Learned & Project Presentations

FINAL EXAM: Friday December 9, 11:00 am – 1:00 pm

VII. Policies and Procedures

A. Plagiarism

Statement on Academic Integrity

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.