



**CMGT 551: Communicating
Entertainment Media Identities
Number of Units: 4**

Spring 2020 – Wednesday – 6:30 – 9:20 PM

Section: 21766D

Location: ASC 231

Instructor: Monica Koyama

Office:

Office Hours:

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Teaching Assistant / Grader (if applicable):

Office: Room or meeting area

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Skype, etc.

I. Course Description

Marketing and branding are the foundational elements required to create, evolve and maintain a successful entertainment media identity. Communicating and engaging with fans, in a meaningful way, is crucial to success.

Over the past 10 years, the entertainment landscape has changed as consumers move away from terrestrial television to OTT platforms and the new wave of exclusive on-demand viewing. This disruption has created a crowded marketplace with more content options than ever before. With over 500 script series between broadcast, cable and OTT outlets in 2019, we living in the age of Peak TV. With so many viewing options, audiences have become fragmented and a battle in the entertainment industry has begun.

Today, media identities are strategizing on ways to remain relevant to grow audience, sell subscriptions, advertising inventory and reach their bottom-line objectives.

360 Solutions: in order to respond, Marketing departments must continue to position and differentiate themselves. They are building 360-degree campaigns with clear road maps to make sure their message breaks through, engages fans, and targets both the broad and proper niche audiences.

This course covers issues that drive the business, 360-degree marketing and how media identities are responding to the ever-evolving media landscape with an emphasis on critical analysis and creative exploration. This course will be graded with a combination of independent assignments, group projects and peer review.

II. Student Learning Outcomes

Throughout the semester, students will track media identities and their 360 marketing efforts, hear presentations from entertainment marketing experts, employ professional tools and tactics, and research articles. By the end of this course, you will acquire expertise and experience in the following:

1. Identify elements of 360-degree marketing campaigns.
2. Evaluate data and identify target audiences (broad and niche).
3. Produce a strategic plan for a current film franchise, television network, OTT platform, sports league or gaming identity.
4. Create a content campaign with multi-media support materials (i.e. interview video, digital content, digital slides, etc...)

III. Course Notes

Required Course Materials:

In addition to the books below, you will read and discussed assigned articles (detailed in the Lecture Schedule).

Books

APA-Publication Manual of the American Psychological Association, (6th edition).

Branding TV (2nd edition), by Walter McDowell and Alan Batten (2013).

Invisible Influence, The Hidden Forces That Shape Behavior (2nd edition), by Jonah Berger (2016).

Podcasts

WSJ: Instant Message Podcast: #40 Where are the Good Netflix Movies: August 2, 2019.

WSJ: Instant

Other Documents on Blackboard

In addition to the weekly readings, you'll find the course syllabus under Syllabus and project specifications under Assignments. Class slides will be posted 24 hours after the class is held. Refer to Blackboard regularly for such materials.

IV. Description and Assessment of Assignments

This course is designed to engage and will include a combination of lecture, class discussion, working exercises and student presentations. Grades will be based on a combination of individual assignments, team assignments and class participation.

- **Media Identity Review (20%)**

Individual students will create a presentation on a media identity of their choice. Topics can be film franchises, television IP, sports team or league, or gaming property. The presentation will include brand statement, attributes, distribution platform, target audience, strengths/challenges, assessment of the current state of the identity and key timing of launches. Presentations will be graded on the 3 categories 1) Research and Accuracy 2) Integration of class reading and learnings and 3) Use of AV and marketing examples.

Each week, 3-4 presentations will be made to the class and are expected to be 5-10 minutes in length. Time limits will be strictly observed. Students will sign up for a presentation week during the Week 1 of class. The media identity review presentations will begin Week 3 and continue through Week 15.

- **360 Marketing Paper (30%)**

Students will choose a current media identity 360-degree marketing campaign to analyze. The analysis will include the following: brand position, messaging, target audience, key competition and current marketing challenge. The paper will be 2-3 pages (minimum of 500 words), in APA style. Students submit an initial draft for review/notes, and then resubmit a final draft for complete grading. The Final Paper will be an expanded, more detailed version 4-6 pages in length (minimum of 1000 words). Initial draft will be graded on 2 categories: 1) Writing quality overall and 2) Depth of revisions need to improve the work (including APA use and research). Final draft will be graded on 4 categories: 1) Factual Accuracy (25%), APA Compliance (25%) and Overall writing and analysis quality (50%).

- **Group Project: Agency Paper & Presentation (40%)**

Students will create a marketing agency (4 students per agency) and choose an media identity to pitch a new 360-degree marketing and strategic plan to solve a current challenge that brand is facing.

Agency teams are self-selecting and the team alone will arbitrate any disagreements arising from individual participation within the team. That said, each team will submit a group work management plan in deck format which indicates the roles and responsibilities each team member is taking on, expected research sources, the division of writing duties, a production timeline and project blueprint for managing group work. This deck will serve as an outline for both the final paper and presentation.

Each agency team is required to propose a 360-degree brand strategy for a media identity.

The proposal for the brand extension should include:

- 1) an analysis of the opportunity in the marketplace

2) the target audiences (broad and niche)

3) platform of the brand extension

4) strategy and expression of the brand extension (graphic design, video, digital slides)

A paper delineating the concepts is required and should be no less than 30 pages in length. The Initial draft must be 10-12 pages. The team must incorporate course readings to analyze the brand extension and include at least 10 citations from the assigned readings using APA style. The last names of team members and “Initial Agency Paper” should be in the subject line. To be sure that it is received, team members should be copied on the e-mail.

Team members are required to spread the writing duties evenly and will be asked to indicate which portions of the paper they wrote. The last names of team members and “Final Agency Paper.” should be in the subject line. To be sure that it is received, team members should be copied on the e-mail.

All documents must be in Microsoft Word, double-spaced in 12-point Times New Roman font. No late papers will be accepted. Presentations to the class will be made during week 15 with the presenting order determined by drawing numbers. Presentations receive a separate grade from the paper and the grading rubric for presentations is posted under “Assignments” on the Blackboard.

- **Class Participation (10%)**

Class participation points are comprised of attendance, respectful in class discussions and on Blackboard. Preparation for each class is essential: completing assigned readings, researching current trends, bringing in media examples and applying that in supportive class discussion, especially with outside guest speakers.

V. Grading

a. Breakdown of Grade

There are a total of 1,000 possible points. The points are assigned to four components of the grade including:

Assignment	Points	% of Grade
Individual Brand Review	200	20
Marketing Paper Initial Paper (25%) Final Paper (75%)	300	30
Agency Paper & Presentation Initial Paper (25%) Final Paper (50%)	400	40

Assignment	Points	% of Grade
Presentation (25%)		
Class Participation	100	10
TOTAL		100%

b. Grading Scale

Instructor: The following is an example of the grading scale the majority of our faculty use.

95% to 100%: A	80% to 83%: B-	67% to 69%: D+
90% to 94%: A-	77% to 79%: C+	64% to 66%: D
87% to 89%: B+	74% to 76%: C	60% to 63%: D-
84% to 86%: B	70% to 73%: C-	0% to 59%: F

c. Grading Standards

Grading	
91%+	<ul style="list-style-type: none"> ● Demonstrate full knowledge of the brand / campaign ● Sets out the communication (written or oral) in a logical fashion ● Reinforces the key points using references from class discussions, readings and research ● Contains superior marketing examples ● Innovative thought and creativity ● Clear communication to a diverse audience
80%-90%	<ul style="list-style-type: none"> ● Demonstrates knowledge of the brand / campaign ● Sets out the communication (written or oral) in a logical fashion ● Reinforces the key points using references from class discussions, readings and research ● Contains marketing examples ● Clear communication to a diverse audience
<79%	<ul style="list-style-type: none"> ● Does not demonstrate full knowledge of the brand ● Does not organize communication in a logical fashion ● Missing key brand points

	<ul style="list-style-type: none"> ● Does not adhere to length / time guidelines ● Does not contain marketing examples ● Unclear communication to a diverse audience
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d. Grading Timeline: Key Dates

Media Identity Review

Week 1: Sign-up for Media Identity Review Presentations

Weeks 2-6: Media Identity Review Presentations

360 Marketing Paper

Week 5: Initial Paper Due

Week 6: Notes/Review Session

Weeks 7: Final Papers Due 60 minutes before class

Group Project: Agency Paper & Presentation

Week 3: Agency Team Selection

Week 5: Topic Submission

Weeks 7: Topic Approval

Week 8: 360 Submissions

Week 9: 360 Notes/Review Session

Week 10: Deck Outline Due

Week 11: Deck Notes/Review Session

Week 13: Initial Draft Due

Week 15: Final Papers Due 60 minutes before class / Presentations

VI. Assignment Rubrics

VII. Assignment Submission Policy

A. All assignments are due 60 minutes before class on the dates specified. Lacking prior discussion and agreement with the instructor, late assignments will automatically be given a grade of F.

B. Assignments must be submitted via email with the name(s) of the student in the subject line.

VIII. Required Readings and Supplementary Materials

Books can be purchased at Amazon.com.

Articles can be found online and links in the Blackboard.

IX. Laptop Policy

All undergraduate and graduate Annenberg majors and minors are required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the **Annenberg Digital**

Lounge for more information. To connect to USC’s Secure Wireless network, please visit USC’s **Information Technology Services** website.

X. Add/Drop Dates for Session 001 (15 weeks: 1/13/20 – 5/1/20)

Friday, January 31: Last day to register and add classes for Session 001

Friday, January 31: Last day to drop a class without a mark of “W,” except for Monday-only classes, and receive a refund for Session 001

Tuesday, February 4: Last day to drop a Monday-only class without a mark of “W” and receive a refund for Session 001

Friday, February 28: Last day to drop a course without a mark of “W” on the transcript for Session 001. [Please drop any course by the end of week three (or the 20 percent mark of the session) to avoid tuition charges.]

Friday, February 28: Last day to change pass/no pass to letter grade for Session 001. [All major and minor courses must be taken for a letter grade.]

Friday, April 3: Last day to drop a class with a mark of “W” for Session 001

XI. Course Schedule: A Weekly Breakdown

Important note to students: Be advised that this syllabus is subject to change - and probably will change - based on the progress of the class, news events, and/or guest speaker availability.

	Topics/Daily Activities	Readings and Homework	Deliverable/Due Dates
Week 1 Dates: 1/15	Introduction to the Course- What is a Media Identity?	<p>Video: https://www.bing.com/videos/search?q=videos+on+the+streaming+wars&view=detail&mid=75219F4E06D5CE89B4A775219F4E06D5CE89B4A7&FORM=VIRE</p> <p>Articles: https://hbr.org/2010/12/the-one-thing-you-must-get-right-when-building-a-brand</p> <p>https://hbr.org/2000/01/the-brand-report-card</p> <p>https://www.latimes.com/entertainment-arts/business/story/2019-10-10/streaming-wars-winners-and-losers-disney-plus-netflix-</p>	1-Sign-up for Media Review Presentations

		hbo-max-peacock-quibi-apple-tv https://www.chron.com/entertainment/article/A-decade-of-change-and-peak-TV-14905657.php	
Week 2 Dates: 1/22	Lecture: Peak TV and Streaming Wars	Branding TV: Ch 1-5 Articles: https://hbr.org/sponsored/2018/02/marketing-and-evolution-of-tv https://variety.com/2019/digital/finance/streaming-wars-rerun-market-south-park-friends-the-office-1203421843/	1-Media Review Presentations
Week 3 Dates: 1/29	Entertainment Branding & Marketing Mix	Branding TV: Ch 6-11 Articles: https://www.nbcnews.com/business/business-news/did-overly-aggressive-marketing-turn-disney-plus-disney-minus-n1080831 https://www.nytimes.com/2019/10/27/business/media/disney-plus-marketing.html	1-Media Review Presentation 2-Marketing Paper Topic Review 3-Agency Team Selection
Week 4 Dates: 2/5	360: The Right Stories to The Right People at the Right Time	Branding TV: Ch 12-16 Articles:	1-Media Review Presentations 2-Agency Brainstorm

		https://www.adweek.com/tv-video/tv-executives-share-their-no-1-priorities-for-2020/	
Week 5 Dates: 2/12	Strategic Planning: Audience Listening	Invisible Influence Ch 1-2	1-Media Review Presentations 2-Media Identity Paper: Initial Draft Due 3-Agency Topic Submission
Week 6 Dates: 2/19	Creating for your Fans	Invisible Influence Ch 3-5	1-Media Review Presentations 2-Media Identity Paper: Notes Session (20 mins each team)
Week 7 Dates: 2/26	Marketing Trends: Should you follow the leader?		1-Media Identity Paper: Final Draft Due 2-Media Identity Presentation 3-Agency Topic Approval
Week 8 Dates: 3/4	Competitive Landscape		1-Agency 360 Extension Brainstorm Submission
Week 9 Dates: 3/11	Brand Extension: Getting Creative across platforms		1-Agency 360 Extension meetings (20 mins each team)
Spring Break Dates: 3/18	No Classes		
Week 10 Dates: 3/25	Speaker: Agency Perspective		1-Agency Deck – Outline Due
Week 11 Dates: 4/1	Speaker: Media Perspective		1-Agency Deck – Notes Review
Week 12 Dates: 4/8	Speaker: Content Creators		1-Agency Deck Revisions
Week 13 Dates: 4/15	Content Creation		1-Agency Initial Paper/Presentation Deck- Due

Week 14 Dates: 4/22	Brands in Actions: Experiential		1-Agency Paper/Presentations Deck Review
Week 15 Dates: 4/29	Class Agency Presentations		1-Agency Presentations
STUDY DAYS Dates: 5/2- 5/5			
FINAL EXAM PERIOD Dates: 5/6	Media Identities in Review		1-Agency Papers Due

XII. Policies and Procedures

Additional Policies

Communication

Students are encouraged to ask questions and obtain guidance outside of class during office hours or to arrange a meeting time by emailing directly during the school week. All emails will be responded to within 48 hours upon receipt.

Statement on Academic Conduct and Support Systems

a. Academic Conduct

Plagiarism

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 Part B, Section 11, “Behavior Violating University Standards” policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, policy.usc.edu/scientific-misconduct.

b. Support Systems

Counseling and Mental Health - (213) 740-9355 – 24/7 on call

studenthealth.usc.edu/counseling

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call

suicidepreventionlifeline.org

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention and Services (RSVP) - (213) 740-9355(WELL), press "0" after hours – 24/7 on call
studenthealth.usc.edu/sexual-assault

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED)- (213) 740-5086 | Title IX – (213) 821-8298
equity.usc.edu, titleix.usc.edu

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following *protected characteristics*: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations. The university also prohibits sexual assault, non-consensual sexual contact, sexual misconduct, intimate partner violence, stalking, malicious dissuasion, retaliation, and violation of interim measures.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298
usc-advocate.symplcity.com/care_report

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity |Title IX for appropriate investigation, supportive measures, and response.

The Office of Disability Services and Programs - (213) 740-0776
dsp.usc.edu

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Support and Advocacy - (213) 821-4710
uscsa.usc.edu

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101
diversity.usc.edu

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call
dps.usc.edu, emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call
dps.usc.edu

Non-emergency assistance or information.

Annenberg Student Success Fund

<https://annenberg.usc.edu/current-students/resources/additional-funding-resources>

The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.

Breaking Bread Program [undergraduate students only]

<https://undergrad.usc.edu/faculty/bread/>

The Breaking Bread Program is designed to provide individual undergraduate students with an opportunity to meet and have scholarly discussions with faculty members outside of the normal classroom setting. Through this program, students and faculty enjoy good company and great conversation by literally “breaking bread” over a meal together and USC will pick up the tab! Your meal event can take place anywhere outside of the normal classroom setting. Your venue can be a restaurant or eatery on or off-campus.

XIII. About Your Instructor

Monica Koyama is an Award-winning 360-degree entertainment marketing leader with two decades of experience creating groundbreaking content, branding campaigns and live events. She has worked on film, television and streaming properties with Netflix, FOX, FX, CBS, NBC Universal, ESPN and the World Surf League. A two-time Trojan, she is received her MA from the Annenberg School and was an All-American swimmer.