

CMGT 586: Entertainment Media: Content Theory and Industry Practice

Semester/Session: Spring 2020-Section 21804D
Day/Time: Wednesday/ 6:30-9:20pm Wednesday
Building/Room: ASC 331

Clinical Associate Professor David Craig

Email: davidcra@usc.edu

Office: ASC 321A

Office Hours: Before class by appt; email your request and topic. Please reconfirm that day.

COURSE DESCRIPTION: This course examines Hollywood, as defined as US-based legacy media and entertainment industries, through the lens of media management, and culture. Framed by the strategic media management (Küng), we will map how these industries are structured, the corporate cultures, value propositions, and strategies for managing technological disruption. The assignments will include case studies of legacy and tech media conglomerates, and case studies of either a film studio, TV network, production company, record label, or talent agency.

LEARNING OBJECTIVES

- To understand the management, organization, culture and practices of media organizations and how they are adapting to technological, digital, and social media disruption.
- To map the opportunities for communication management professionals in the media and entertainment industries.
- To develop core competencies and work skills, including conducting research, writing professional papers, making state of the art presentations and developing networking skills.

COURSE READINGS

- [Havens and Lotz - Understanding Media Industries](#)
- [Kung - Strategic Media Management](#)
- [Ulin-Media Distribution](#)
- Additional readings will be posted on Blackboard and are subject to change.

COURSE ASSIGNMENTS/GRADING BREAKDOWN

45	Blog (3 points per post x 15 posts)
15	Conglomerate case study (Group)
40	Company case study (Individual)

You will receive details about each assignment/exam separately. **All assignments need to be completed and handed in on time to avoid a grade reduction. If you are unable to turn in an assignment due to illness or a personal emergency, you must provide written documentation that will allow you to be excused, or discuss your situation with me in a timely manner. Do not wait until the end of the semester to sort things out.**

In order to pass this class you will need to complete ALL of the assignments. Failure to complete one or more of them will result in an F in the class. Grades will be assigned as follows:

A/A-	outstanding, thoughtful and enthusiastic work
B+/B	above average work, demonstrating good insight into assignment
B-/C+	needs improvement on ideas, argument and follow through
C and below	fulfilling the bare minimum and showing little understanding of the material

Each assignment will be worth 100 points and will be converted to a percentage score depending upon the weight assigned to each. Your percentage scores on the assignments will be totaled and translated to a letter grade per the scale shown below:

A	= 100-94	C	= 76-74
A-	= 93-90	C-	= 73-70
B+	= 89-87	D+	= 69-67
B	= 86-84	D	= 66-64
B-	= 83-80	D-	= 63-60
C+	= 79-77	F	= 59-0

If you have concerns regarding a grade on a given assignment, you must appeal it in writing, stating the reasons why you feel the grade is inaccurate, within one week of receiving the graded assignment. No late appeals will be accepted for review.

Late assignments/Emergencies: No late assignments will be accepted. If you have a legitimate and verifiable emergency that makes it impossible to turn in your assignment you must:

- email me before class the day the assignment is due to notify me of your emergency,
- you may be asked to provide official proof (doctor's note or other evidence), and
- arrange to email the assignment at a time to be determined.

SYLLABUS (Subject to Change)

WEEK	Topics	Reading (due before class)	Assignments
1/15	Introduction; HR exercise		
1/22	Media Industries; Franchise exercise; Blogging	Havens Lotz/ 1-4	Start reading blog; post first blog in class
1/29	MLK Day (NO CLASS)	Havens Lotz/ 5-10	
2/5	SMM; Projects; Sample Case studies; Choose projects	SMM/ 1-4	
2/12	Making Media; Guest; Review Conglomerate Outlines	SMM/5-9	Email outline by 5pm
2/19	Corporate Culture; Guest; Review Conglomerate Prezis	Havens Lotz/ 10-11 Netflix Culture	Email prezis by 5pm
2/26	PRESENT CONGLOMERATES	Deuze and Prenger Kung articles	Present conglomerates
3/4	Agencies; Guest; review case study outlines	Roussel Articles	Email outline and interview targets by 5pm
3/11	Media Industries Research; Guest	Ulin/ 1-4	
3/18	SPRING BREAK	Ulin/ 5-7	
3/25	Review prezis	Ulin/ 8-10	Email prezis by 5pm
4/1	Case Studies		Case study blog
4/8	Case Studies	No Reading	Case study blog
4/15	NO CLASS	No Reading	No blog due
4/22	Case Studies	No Reading	Case study blog
4/29	Case Studies	No Reading	Case study blog
5/6	Final	No Reading	Final blog

BLOG

- **READING:** Complete that week's reading and find a related media industry news article. Write a 2-line summary plus 2 lines relating the article to the reading. The news item must be from the past week and a reputable source (not gossip). Post Blog before 6pm of each class and you cannot post from prior weeks. You must cite the reading according to APA format and provide a **WORKING** hyperlink. Use reputable sources which may include...
 - Deadline Hollywood/Hollywood Reporter/ Variety
 - LA Times/ New York Times/ Wall Street Journal/ Washington Post
 - Tubefilter/ ReCode/ Mashable/ Wired/ Digiday
- **CASE STUDY** blog posts are posted after class. Compare case studies and discuss how these companies differ in terms of SMM.
- **FINAL** blog post will be a three paragraph argument essay based on a question provided at the end of class; you should support your argument by citing reading, lectures, speakers, the conglomerate and company case studies.

MEDIA CONGLOMERATE: the class will be divided into groups and each group will conduct research and present a case study of US-based transnational media conglomerates (e.g., Disney, Sony) as well as tech media corporations (Apple, Amazon). Each group should describe the core value and business model of the corporation, their market share and ranking, ownership and management, corporate culture, profit/loss, platform and company integration, and transnational growth. When instructed, bring in a 1-2 page bullet point outline and a draft of your prezi for to review in class. Post the final Prezi on blackboard AFTER you present. GRADING will be based on your research, content, design and performance. TIPS:

- AVOID HISTORY except for 2-3 recent and significant changes, e.g., ownership
- SHOW ME THE MONEY; include research from business sites and shareholder reports
- DESIGN THOUGHTFULLY and use ALL the features of prezi; this is NOT PPT.
- PRESENT CONFIDENTALLY - everyone should present without notes or reading the screen.
- HINT: study corporate reports and their 10-K statements.

MEDIA COMPANY CASE STUDY: every student will conduct individual research and present a strategic media management case study of an entertainment firm, e.g. a film studio, TV network, production company, talent agency, or music group. Your research should:

- Describe the company and its unique value proposition and mission statement (if any)
- History of the company (no more than 5 significant and recent points)
- Ownership and management structure, including an organizational chart of divisions
- Economics, including their business models, revenue streams, market, and competition;
- A micro case study of a project, product, brand, service, client, etc.
- Corporate culture, e.g., how they differ from their competition

Your SMM analysis should discuss the following based on the research:

- How do they managing technological change?
- How do they foster creativity and innovation?
- What makes their corporate culture, mindset, and strategy unique?
- What distinguishes their organizational structure and strategy? and
- What kind of leadership strategy have they embraced?

INTERVIEW: you must conduct an interview. I will provide details and strategies in class. Further instructions will be provided in class.

Statement on Academic Conduct and Support Systems

Academic Conduct:

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.

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.symplicity.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

uscса.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.