USCAnnenberg

CMGT (558): THE INTERNATIONAL ENTERTAINMENT MARKETPLACE
4 units

Fall 2023 – Thurs 2-450PM
Section: 21780
Location: ANN 210

Instructor: Ted Skidmore
Office: N/A
Office Hours: By appt.
Contact Info: Eskidmor@usc.edu

Course Description

The international entertainment marketplace is in tremendous flux and upheaval, which is resulting in an ever-evolving definition of the meaning of Hollywood. Developments in technology, industry economics, and consumer behavior are all challenging long existing structures and practices. This course will explore both the theatrical and streaming modes of content distribution and how these are shaping the content that Hollywood creates.

The course will also provide a 360 look at theatrical movie marketing, with case study analysis of how various film properties are marketed differently around the globe. This course is graded for credit.

Student Learning Outcomes

- The goal of the course is to provide a broad framework of the current international entertainment marketplace and the prevailing challenges and opportunities facing the industry at large.
- Students will gain a clear understanding of the basic tenets of Hollywood Studio Marketing and how the different verticals work in concert to distribute and market content worldwide.
- Combining lectures, reading, and top industry professionals as guest speakers, the class will examine the ever-changing international entertainment landscape - the players, and the frameworks within these organizations.
- Students will put their learnings to use in a special Team Project assignment.

Course Notes

The course is standard letter grade. Classes will be held on campus and will be in person. This course will utilize Blackboard for all class materials and assignments. Attendance is very important for this course. Please alert the professor if you need to miss class for some reason.

Technological Proficiency and Hardware/Software Required
Please bring either a laptop or Ipad-like device to class.

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.

Required Readings and Supplementary Materials

Required Textbooks

• **Landry, P. and Greenwald, Stephen R. (Ed.) (2018)** *The Business of Film, A Practical Introduction*, **Third Edition. Available via Amazon and also free on PDF from USC Library.**

The following textbook is a free E-book via USC library)

• **Sigismondi, Paulo (Ed.) (2019). World Entertainment Media: Global, Regional and Local Perspectives.** New York, NY: Routledge. *Available as an E-book through the USC library*

Supplemental Readings

• **Students are expected to keep abreast of current events in the international entertainment space whether it be through mass market news sources (LA Times, NY Times and/or industry sources (Deadline.com, The Hollywood Reporter, Variety, etc.)**

Description and Assessment of Assignments

• *Self introduction*. Students will be required to provide a written self-introduction for the instructor, details to be provided in class.
• *Class participation*. Students are expected to make informed contributions to class discussions and online activities, coming to class having completed all assigned readings.
• *Midterm exam*. There will be a take-home midterm exam, due on Blackboard. Specific date and time of assignment due date will be communicated.
• *Course Team project*. Student teams will individually conduct research on a topic related to the course. The course project includes the submission of a written deck <u>and</u> a final presentation on key findings.

Participation
As noted above, class participation is a critical part of this course. Participation includes not only speaking up and contributing to class discussions but also reaching out to the Professor with questions and/or clarification of concepts outside of the classroom.

Grading Breakdown
Description of assessments and corresponding points and percentage of grade.

Assessment Tool (assignments)	Points	% of Grade
Self-Introduction	10	10
Class Participation	15	15
Midterm Exam	25	25
Team Project (Presentation + Deck)	50	50
TOTAL	**100**	**100%**

Course Grading Scale
Letter grades and corresponding point value ranges.

Letter grade and corresponding numerical point range		
94% to 100%: A	80% to 83%: B-	67% to 69%: D+
90% to 93%: 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

Classroom Policies

Attendance
Graduate school is in many ways preparation or refinement for successful professional lives. Professional success depends on a range of skills and behaviors; one foundational behavior is showing up, on time and alert. So, come to class. Come to class on time. When you are here, be here.

Not being here (i.e. being absent or being late) will accumulate penalties. You are allowed two (2) absences without penalty. Thereafter, the third absence costs 2% of the total grade, the fourth costs 3% additional, the fifth 4% additional. If you are absent from five (5%) class sessions your penalty will be (2+3+4=9% of the total grade), i.e. if you originally earn a 90% (A-), the grade drops to 81% (B-). Being absent from more than five sessions opens the possibility for more stringent penalties (e.g. the highest grade to be earned is a C).

Generative A.I. Policy (for this course)

Generative AI is permitted on specific assignments as a **research tool ONLY**. In this course, you are welcome to use artificial intelligence (AI) – powered programs such as chatGPT for assignments that indicate the permitted use of AI. AI should be considered another information source such as assigned texts, articles, industry reports, etc. **AI IS NOT a solution** for analysis, opinions or suggestions. You are also welcome to use AI tools to help enhance presentations and graphics for your group presentations.

You should also be aware that AI text generation tools may present incorrect information, biased responses, and incomplete analyses; thus they are not yet prepared to produce text that meets the standards of this course. To adhere to our university values, you must cite any AI-generated material (e.g. text, images, etc.) included or referenced in your work and provide the specific sources for this content. Using an AI tool to generate content without proper attribution will be treated as plagiarism and reported to the Office of Academic Integrity. Please review the instructions in each assignment for more details on how and when to use AI Generators for your submissions. ***It is up to you to verify attributable sources, they will be checked.***

Course Evaluations

Grading Standards
What each letter grade demonstrates.

Letter Grade	Description
A	Excellent; demonstrates extraordinarily high achievement; comprehensive knowledge and understanding of subject matter; all expectations met and exceeded.
B	Good; moderately broad knowledge and understanding of subject matter; explicitly or implicitly demonstrates good, if not thorough understanding; only minor substantive shortcomings.
C	Satisfactory/Fair; reasonable knowledge and understanding of subject matter; most expectations are met; despite any shortcomings, demonstrates basic level of understanding.
D	Marginal; minimal knowledge and understanding of subject matter; more than one significant shortcoming; deficiencies indicate only the most rudimentary level of understanding.
F	Failing; unacceptably low level of knowledge and understanding of subject matter; deficiencies indicate lack of understanding.

Grading Timeline

Grading of assignments will generally take no more than one week of review.

Assignment Submission Policy

A. All assignments are due on the dates specified. Any requested extensions must be made in advance of due date and in fairness to those students who completed their assignments on time, deductions will be made for late assignments.

B. Assignments must be submitted via [Blackboard, Multimedia Asset Management (MAM) system, email, etc.]

Course Schedule: A Weekly Breakdown
A weekly schedule of the topics, readings, and deliverables for the course.

Course dates: Thursday, August 24 – Thursday, December 7.

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.

Week 1 (Thurs. Aug. 24) Introduction/Course Review/Key themes
The Business of Film, Chapter 1 – A Brief History of the Film Industry

Week 2 (Thurs. Aug. 31) – Industry Challenges / Movie Studio Landscape
The Business of Film, Chapter 2 – A Business Overview of Film
Article – Spiderman, Streaming Wars..and Everything that Defined Hollywood in 2021, by Ryan Faughnder, LA Times, Dec. 21, 2021
**** Self-Introduction due: Wed. Sept. 6**

Week 3 (Thurs. Sept. 7) The Streamers. Country spotlight: Korea
The Business of Film, Chapter 8 – Film Exhibition
WEM Chapter 19 Beyond Hallyu (Korea)
Article – Which Asian market could produce the next Squid Game, by Tom Grater, Deadline.com, Jan. 7, 2022

ASSIGNMENT #1: SELF-INTRODUCTION DUE: Wed. Sept. 6 by 8pm PST

Week 4 (Thurs. Sept. 14) Movie Studio Verticals: Topic TBD
Country spotlight: Japan

Week 5 (Thurs. Sept. 21) Movie Studio Verticals (Research & Strategy)
Midterm Exam Reveal
The Business of Film, Chapter 7 – Movie Marketing
Article – Netflix Europa. How Streaming became a tool of European integration, The Economist, April 3, 2021

Week 6 (Thurs. Sept. 28) Global Film Franchises / Marketing Strategy
TEAM PROJECT REVEAL (Case Study 2) *In-Class Assignment: Film Franchises*
Article – <u>The Marvel Formula, What it is and Why it Works</u>, by Michael Stoll, Sticky Button, Feb. 28, 2018

Midterm Due: Wed. Oct. 4 (No later than 10pm)

Week 7 (Thurs. Oct. 5) Digital Marketing
Guest Speaker

(Thurs. Oct. 12) – FALL RECESS (NO CLASS)

Week 8 (Thurs. Oct. 19) – IN CLASS WORK SESSION – PROF MTG #1

Week 9 (Thurs. Nov. Oct. 26) – Consumer Product Licensing
Article – <u>What is Product Licensing</u>, by Ryan Kernan, Greenlight, Jan. 31, 2019
Article – <u>How Covid-19 Rocked Hollywood & the $125b Licensing & Consumer Product Cash Cow</u>, by Matt Donnelly, Nov. 5, 2020.

Week 10 (Thurs. Nov. 2) – Product Placement.
Guest Speaker

Week 11 (Thurs. Nov. 9) Protectionism/Positioning/Publicity
<u>The Business of Film</u>, Chapter 6 – Movie Distribution
Article – <u>Streaming Slams Into a Wall</u>, by Todd Spangler, Variety, April 27, 2022
Article – <u>Netflix Leaner Movie Mandate</u>, by Borys Kit, The Hollywood Reporter, June 1, 2022

***This week: PROF MTG. #2 *** (WED-FRIDAY)

Week 12 (Thurs. Nov.16) IN CLASS WORK SESSION

(Thurs. Nov. 23 – THANKSGIVING BREAK / NO CLASS

Week 13 (Thurs. Nov.30) – Team Project Presentations #1

Week 14 (Thurs. Dec. 7) – Team Project Presentations #2 (last class)
Team Project decks due no later than Mon. Dec. 11 (by 10pm)

Labor Day: Monday, Sept. 4
Fall Recess: Thurs. Oct. 12 & Fri. Oct. 13
Veterans Day: Fri. Nov. 10
Thanksgiving Break: Wed. Nov. 22-Sunday, Nov. 26
USC Study Days: Dec. 2-5
Final Exams: Dec. 7-13

Policies and Procedures

Communication
Professor encourages students to contact him after class with any questions or concerns.

Statement on Academic Conduct and Support Systems
Academic Integrity
The University of Southern California is foremost a learning community committed to fostering successful scholars and researchers dedicated to the pursuit of knowledge and the transmission of ideas. Academic misconduct is in contrast to the university's mission to educate students through a broad array of first-rank academic, professional, and extracurricular programs and includes any act of dishonesty in the submission of academic work (either in draft or final form).

This course will follow the expectations for academic integrity as stated in the USC Student Handbook. All students are expected to submit assignments that are original work and prepared specifically for the course/section in this academic term. You may not submit work written by others or "recycle" work prepared for other courses without obtaining written permission from the instructor(s). Students suspected of engaging in academic misconduct will be reported to the Office of Academic Integrity.

Other violations of academic misconduct include, but are not limited to, cheating, plagiarism, fabrication (e.g., falsifying data), knowingly assisting others in acts of academic dishonesty, and any act that gains or is intended to gain an unfair academic advantage.

The impact of academic dishonesty is far-reaching and is considered a serious offense against the university and could result in outcomes such as failure on the assignment, failure in the course, suspension, or even expulsion from the university.

For more information about academic integrity see the student handbook or the Office of Academic Integrity's website, and university policies on Research and Scholarship Misconduct

The School of Communication maintains a commitment to the highest standards of ethical conduct and academic excellence. Any student found responsible for plagiarism, fabrication, cheating on examinations, or purchasing papers or other assignments will be reported to the Office of Student Judicial Affairs and Community Standards and may be dismissed from the School of Communication. There are no exceptions to the school's policy.

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.

Course Content Distribution and Synchronous Session Recordings Policies
USC has policies that prohibit recording and distribution of any synchronous and asynchronous course content outside of the learning environment.

Recording a university class is prohibited without the express permission of the instructor and announcement to the class, or unless conducted pursuant to an Office of Student Accessibility Services (OSAS) accommodation. Recording can inhibit free discussion in the future, and thus infringe on the academic freedom of other students as well as the instructor. (Living our Unifying Values: The USC Student Handbook, page 13).

Distribution or use of notes, recordings, exams, or other intellectual property, based on university classes or lectures without the express permission of the instructor for purposes other than individual or group study is also prohibited. This includes but is not limited to providing materials for distribution by services publishing course materials. This restriction on unauthorized use also applies to all information, which had been distributed to students or in any way had been displayed for use in relationship to the class, whether obtained in class, via email, on the internet, or via any other media. (Living our Unifying Values: The USC Student Handbook, page 13).

Students and Disability Accommodations
USC welcomes students with disabilities into all of the University's educational programs. The Office of Student Accessibility Services (OSAS) is responsible for the determination of appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodations are not retroactive. More information can be found at osas.usc.edu. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.

Support Systems
Annenberg Student Success Fund
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.

Annenberg Student Emergency Aid Fund
Awards are distributed to students experiencing unforeseen circumstances and emergencies impacting their ability to pay tuition or cover everyday living expenses. These awards are not intended to cover full-tuition expenses, but rather serve as bridge funding to guarantee students' continued enrollment at USC until other resources, such as scholarships or loans, become available. Students are encouraged to provide as much information in their application, as well as contact their academic advisor directly with questions about additional resources available to them.

Counseling and Mental Health - *(213) 740-9355 – 24/7 on call*
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

988 Suicide and Crisis Lifeline - *988 for both calls and text messages – 24/7 on call*
The 988 Suicide and Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline) provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across the United States. The Lifeline is comprised of a national network of over 200 local crisis centers, combining custom local care and resources with national standards and best practices. The new, shorter phone number makes it easier for people to remember and access mental health crisis services (though the previous 1 (800) 273-8255 number will continue to function indefinitely) and represents a continued commitment to those in crisis.

Relationship and Sexual Violence Prevention Services (RSVP) - *(213) 740-9355(WELL) – 24/7 on call*
Free and confidential therapy services, workshops, and training for situations related to gender- and power-based harm (including sexual assault, intimate partner violence, and stalking).

Office for Equity, Equal Opportunity, and Title IX (EEO-TIX) - *(213) 740-5086*
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.

Reporting Incidents of Bias or Harassment - *(213) 740-5086 or (213) 821-8298*
Avenue to report incidents of bias, hate crimes, and microaggressions to the Office for Equity, Equal Opportunity, and Title for appropriate investigation, supportive measures, and response.

The Office of Student Accessibility Services (OSAS) - *(213) 740-0776*
OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

USC Campus Support and Intervention - *(213) 740-0411*
Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity, Equity and Inclusion - *(213) 740-2101*
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*
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) 442-1200 – 24/7 on call*
Non-emergency assistance or information.

Office of the Ombuds - *(213) 821-9556 (UPC) / (323-442-0382 (HSC)*
A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

Occupational Therapy Faculty Practice - *(323) 442-2850 or* otfp@med.usc.edu
Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.

TrojansAlert
TrojansAlert is an alert system that allows university officials to contact you during an emergency. It is your connection to real-time updates, instructions on where to go, what to do, or what not to do, who to contact and other important information. Visit the website to sign up.

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. See the university's site on Campus Safety and Emergency Preparedness.

ITS Customer Support Center (CSC): (213) 740-5555
The ITS Customer Support Center (CSC) provides support to the USC community for connecting to the USC Network and using supported applications. For help with network connectivity and software, contact CSC. Walk-in support is available in Leavey Library's Information Commons.

Violence-Free Campus
Visit the website to read more about prohibited behaviors, reporting responsibilities and where to report.

Student-Athlete Travel Excuse Letters
Prior to a university-sponsored away competition, Student-Athletes are responsible for providing their Instructor with a Competition Excuse Letter (provided by their academic counselor) for the classes missed while on the road (i.e., excused absence). It is the responsibility of the Student-Athlete to provide the letter <u>prior to</u> leaving on their trip and to make arrangements for a make-up of any missed assignments or exams. Please refer to the <u>SAAS site</u> where they detail travel and travel excuse letters.

Add/Drop Dates for Session 001
(15 weeks: 8/21/2023 – 12/1/2023; Final Exam Period: 12/6-13/2023)
Link: https://classes.usc.edu/term-20233/calendar/
Last day to add: Friday, September 8, 2023
Last day to drop without a mark of "W" and receive a refund: Friday, September 8, 2023
Last day to change enrollment option to Pass/No Pass or Audit: Friday, September 8, 2023
[All major and minor courses must be taken for a letter grade.]
Last day to add/drop a Monday-only class without a mark of "W" and receive a refund or change to Audit: Tuesday, September 12, 2023
Last day to withdraw without a "W" on transcript or change pass/no pass to letter grade:
Friday, October 6, 2023 [Mark of "W" will still appear on student record and STARS report and tuition charges still apply.
*Please drop any course by the end of week three for session 001 (or the 20 percent mark of the session in which the course is offered) to avoid tuition charges.]
Last day to drop with a mark of "W": Friday, November 10, 2023