MEDIA INDUSTRIES: STRATEGIES, MARKETS & CONSUMERS in Fall 2019 (EC2003)

Course Code	EC2003	**Professor(s)**	Matthew Fraser
Prerequisites	None	**Office Number**	0689263247
Class Schedule	TF: 10:35-11:55 in Q-509	**Office Hours**	Wednesday 2 pm - 5 pm
Credits	4	**Email**	mfraser@aup.edu
Semester	Fall 2019	**Office Tel. Ext.**	0689263247

Course Description

This course examines how the media and entertainment industries have been transformed by technology, notably the internet. The course examines all forms of media and entertainment—from movies, television and music to magazines, newspapers and the impact of social media such as YouTube, Instagram, Facebook, and Twitter. Students will gain a critical understanding of how media industries operate commercially and culturally.

While not a course in economics, some economic terms will be explored to help students understand how media industries operate. Case studies will also be examined: Apple's impact on music, streaming services such as Netflix and Spotify, the decline of traditional print-based journalism with online alternatives such as BuzzFeed, Amazon's impact on the book industry, and so on. Students will present a "case study" of one media company, brand, or product.

Since this course examines rapidly changing industries, most reading will be in recently published articles and books posted on Blackboard or on the course blog: http://neweconomyandmedia.wordpress.com

Course Learning Outcomes

General Education

Course Outline

Please note: This schedule is flexible and may be revised as the course progresses.

September

Week I – 2nd – 6th

Session I

TOPICS: Course overview and outline.

READINGS: Doyle, *Understanding Media Economics*, Introduction & Ch. 1.

Session II

TOPICS: Historical perspective: emergence of media products and consumers, changing economics and business models

READINGS: Doyle, *Understanding Media Economics*, Introduction & Ch. 1.

September 8th – last day to drop/add courses online.

Week II – 9th – 13th

Session I

TOPICS: Theories and concepts: "creative destruction", economies of "scale" and "scope", "vertical integration", etc.

READINGS: Doyle, *Understanding Media Economics*, Chapter 3.

Session II

TOPICS: Fame Game: history of fame, economics of fame.

READINGS: Tyler Cowen, "What Price Fame?"; and Jessica Evans, "Celebrity, Media and History" (on Blackboard).

Week III –16th – 20th

Session I

TOPICS: Rise of "Influencers". Case study: Instagram, Kendall Jenner.

READINGS: "The Business of Celebrity" (see course blog); "Here's how much celebrities make in the Instagram product placement machine", *Jezebel;* "Influencing your Instagram feed" (see course blog).

Session II

TOPICS – The democratization of celebrity. Case study: YouTube stars.

READINGS – "Meet the YouTube Millionaires", *Business Insider.*

Week IV –23th – 27th

Session I

TOPICS: Movie Industry – The rise of Hollywood and the economics of cinema.

READINGS: Doyle, *Understanding Media Economics*, Chapter 6; articles from the course blog.

Session II

TOPICS: Movies: Blockbuster economics and merchandising. Case study: Action Heroes.

READINGS: "Hollywood's obsession with blockbusters", Harvard Business Review; "Why Hollywood is caught in the block buster trap", *Vulture* (on Blackboard).

Week V –30th – 4th

Session I

TOPICS: Movies: impact of video streaming. Case studies: Netflix and Amazon.

READINGS: "The movie business is in big trouble", *Variety*; "Can Netflix take over Hollywood?", *The New Republic;* Disney vs Netflix, "Can Disney Topple Netflix" (see course blog).

Session II

<u>TOPICS</u>: **Movies**: **Hollywood and China.**

<u>READINGS</u>: "China and Hollywood" (see course blog; "China challenges Hollywood with own Sci-Fi blockbuster", *The Guardian*.

<u>October</u>

<u>Week VI –7th – 11th</u>

Session I

<u>TOPICS:</u> Television Industry – advertising vs state financing in television.

<u>READINGS:</u> Doyle, *Understanding Media Economics*, Chapters 6 & 9; Emily Nussbaum, "The Price is Right: What Advertising Does to TV", *New Yorker.*

Session II

<u>TOPICS:</u> Streaming, **the "Golden Age of Television"?** Case study: Netflix.

<u>READINGS:</u> "Watch it While It Lasts: The Golden Age of Television", *Financial Times;* "How streaming giants are spending money for TV push*", Hollywood Reporter;* "Traditional TV's Surprising Staying Power", *The Economist;* "The Battle for the Future of TV", *Axios.*

<u>Week VII –14th – 18th</u>

Session I

<u>TOPICS:</u> Mid-term review.

Session II

<u>TOPICS:</u> Mid-term exam

October 16th,   Mid-semester

October 18th, Mid-semester grades due

Week VIII – 21st – 25th

Session I

TOPICS: Music Industry – Major label business model, “hit” records, radio play, MTV, disruption by file sharing, Apple iTunes.

READINGS: “Illegal Downloading and Media Investment”, *The Economist;* "The music industry's new business model", *Financial Times;* articles from the course blog.

Session II

TOPICS: Music Industry: impact of streaming. Case study: Spotify vs Apple Music.

READINGS: “Music industry soars to recovery thanks to Spotify”, *Bloomberg*; “Streaming Turns up the Beat for the Music Industry”, Goldman Sachs; “How Globalized Music Creates a New Kind of Star”, *The Guardian* (see course blog).

***Week IX - 28th –* 1st)**

Session I

TOPICS: Music Industry: concert tours as new revenue source.

READINGS: “Billy Joel has sold a million Madison Square Garden tickers, because albums don’t make money”, *Quartz;* “The Price is Right: touring sector sees growth”, *Billboard*.

October 30th – November 3rd, fall break (no classes)

November

Week X - 4th – 8th

Session I

TOPICS: Newspapers & Magazines – journalism as professional monopoly, mass media model, disruption by internet platforms.

READINGS: Doyle, *Understanding Media Economics*, Chapter 5; "News Industry: Show Me the Money" (see course blog); Jill Lepore, "Does Journalism Have a Future?" *The New Yorker;* "Battle against free content takes gloss off magazines", *Financial Times.*

Session II

TOPICS: Google & Facebook as news gatekeepers – "search" and "social".

READINGS: "Putting a leash on Google and Facebook won't do much to save the traditional news model", Nieman Lab; "The Race is on to Challenge Facebook/Google Duopoly in Advertising", *Wall Street Journal.*

November 4th, **last day to withdraw from a course /no credit option**

Week XI – *11th* – 15th

Session II

TOPICS: The Future of the News Business?

READINGS: "BuzzFeed and the digital media meltdown", *Columbia Journalism Review;* "Digital News Outlets are in for a Reckoning", *The Economist;* "The media's post-advertising future is also its past", *The Atlantic.*

November 11th – 12th, Armistice Break (no classes)

Week XII – 18th – 22nd

Session I

TOPICS: Book Publishing – economics of the traditional book market. School textbooks.

READINGS: Lincoln Michel, "Everything you wanted to know about books sales, but were afraid to ask", *ElectricLit;* "What's behind the soaring costs of college textbooks?", CBS News.

Session II

TOPICS: Book market disruption by Amazon and ebooks. Case study: Amazon.

READINGS: "Amazon's market power over books" (see course blog); "Are ebooks dying or thriving? The answer is yes”, *Quartz*.

Week XIII – 25th – 29th

Session I

TOPICS: Social Media and the “attention economy”. Marketing strategies: Paid/Owned/Earned.

READINGS: “The Battle for Consumers’ Attention”, *The Economist.*

Session II

TOPICS: Digital Giants — Regulation?

READINGS: “How to tame the tech giants” and “Does Social Media Threaten Democracy?”, *The Economist* (on Blackboard).

December

Week XIV – 2nd – 6th

Session I

TOPICS: Future projections for digital economy. Social media consumption, shifts in advertising spending, consumer habit forecasts.

READINGS: Sara Fischer, “How media companies lost the advertising business”, *Axios*.

Session II

TOPICS – Final exam review.

December 6th, last day of classes,

December 7th - 11th, reading days

December 12th – 18th, Final Exam

January 2nd, all grades due

Textbooks

Title	Author	Publisher	ISBN	Required
Media Student's Book, 5th Edition	Gill Branston and Roy Stafford	Taylor and Francis	9780415558426	Yes

Attendance Policy

ATTENDANCE POLICY:

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and *especially during the Drop/Add and Exam Periods.*

ENGLISH LANGUAGE PROFICIENCY STATEMENT: As an Anglophone university, The American University of Paris is strongly committed to effective English language mastery at the undergraduate level. Most courses require scholarly research and formal written and oral presentations in English, and AUP students are expected to strive to achieve excellence in these domains as part of their course work. To that end, professors include English proficiency among the criteria in student evaluation, often referring students to the university Writing Lab where they may obtain help on specific academic assignments. Proficiency in English is monitored at various points throughout the student's academic career, most notably during the admissions and advising processes, while the student is completing general education requirements, and during the accomplishment of degree program courses and senior theses.

Grading Policy

- **Mid-term exam (25%)** – In-class exam will test students on their understanding of readings and lectures from the first half of the semester.
- **Final exam (25%)** – Exam tests students on their understanding of readings, lectures, and assignments from the entire course.
- **Student Presentation (20%)** – Students in teams of two will give an in-class presentation on a specific case study of a media/entertainment brand, firm, product, or business model.
- **Student Blog (20%)** – Five short blog posts of between 750 and 1,000 words each giving a synopsis and analysis of articles.
- **Participation (10%)** — Students will be graded on attendance and the quality of their participation in class discussions.

Other

COURSE MODIFICATIONS:

This syllabus is subject to change. Any modifications will be announced in class. It is the responsibility of each student to be aware of any changes.