



Department of Economics Course Outline

Term: Spring 2006

Course: Economics 499.63
[Economics of the Movie Business]

Section: 20

Time: MW 09:00 ? 11:50

Place: SS 113 (subject to change)

Instructor: Dr. W.D. Walls

Office: SS 448

Telephone: 220-6761

Office Hours: MW 11:50 ? 12:50
or by appointment

E-Mail: wdwalls@ucalgary.ca

Textbook(s):

- Squire, J. (ed.), *The Movie Business Book*, Simon and Schuster, 3rd Canadian edition.

Book(s) on Reserve:

- Bach, S., *Final Cut: Dreams and Disasters in the Making of Heaven's Gate*, William Morrow, 1985.
- Cones, J., *The Feature Film Distribution Deal*, Southern Ill. University Press, 1997.
- Dale, M., *The Movie Game*, Cassell, 1997.
- Goldman, William, *Adventures in the Screen Trade*, Warner Book, 1983.
- Hanssen, F. Andrew, *The Block Booking of Films Re-examined*, Journal of Law and Economics, Vol. 43, Number 2, October 2000, pp. 395-426
- Harter, Andrew, *How to Make an Action Movie for \$99*, Maynestream Publications, 2001.
- Kindem, G. (ed.), *The American Movie Industry*, Southern Ill. University Press, 1982.
- Litwak, M., *Reel Power*, Silman-James, 1986.
- Litwak, M., *Dealmaking in the Film and Television Industry*, Silman-James, 1994.
- Lukk, T., *Movie Marketing*, Silman-James, 1997.
- Schatz, T., *The Genius of the System*, Pantheon, 1988.
- Squire, J. (ed.), *The Movie Business Book*, Simon and Schuster, second Canadian edition. 1992
- Vogel, H., *Entertainment Industry Economics*, Cambridge University Press, 1998, 4th edition.
- Weinstein, M., *Profit-sharing Contracts in Hollywood: Evolution and Analysis*, Journal of Legal Studies, Vol.

Additional Required Readings and Course Web Page

A detailed course outline and numerous other required readings will be made available in PDF format on the course web page to be located at

<http://pareto.ucalgary.ca/~wdwalls/courses/econ499.63>

The course web page will also contain a schedule of readings corresponding to each day that class meets, course announcements, and any other information to be distributed to the class.

Course Outline:

In this course we use economics to understand the organization of production, distribution, and exhibition in the movie industry. The focus of the course is on the economics of contracts ? in particular how information and uncertainty shape the structure of economic transactions. The historical and institutional illustrations are set in the context of Hollywood.

Grade Determination and Final Examination Details:

The overall grade will be determined on the basis of your performance on one in-class test (30%), one term project (30%), and the final exam (40%).

Tests and final exams are marked on a numerical (percentage) basis, and then converted to letter grades. The course grade is then calculated using the weights indicated above. As a guide to determining standing, these letter grade equivalences will generally apply:

A+	99 ? 100	B+	80 - 84	C+	65 - 69	D+	50 - 53
A	90 - 98	B	75 - 79	C	55 - 64	D	40 - 49
A-	85 - 89	B-	70 - 74	C-	50 - 54	F	0 - 39

If, for some reason, the distribution of grades determined using the aforementioned conversion chart appears to be abnormal the instructor reserves the right to change the grade conversion chart if the instructor, *at the instructor's discretion*, feels it is necessary to more fairly represent student achievement.

A passing grade on the final examination **is essential** for a student to pass the course as a whole.

A non-programmable calculator will be allowed during the writing of tests or final examinations.

There will be a Registrar scheduled final examination, lasting 2 hours and held in a classroom. Tests and exams will not involve multiple choice questions.

Students? Union Vice President Academic:

Paige Forsyth

Phone: 220-3911

E-Mail kuvpaca@ucalgary.ca

Students? Union Faculty Representative (Social Sciences)

Teale Phelps-Bondaroff

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Society of Undergraduates in Economics (S.U.E.)

www.fp.ucalgary.ca/econ

Notes:

Students seeking reappraisal of a piece of graded term work (term paper, essay, etc.) should discuss their work with the Instructor *within one week* of the work being returned to the class.

Make-up examinations and deferred examinations will not be given except in cases of extreme personal emergencies. Also, examinations will not be given before the indicated dates.

Students

? exams and assignments will be returned during regular class time. Papers may also be picked up by students during regular Office Hours.

Safewalk / Campus Security: 220-5333

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WDW/mi

2006-03-27