



Department of Economics Course Outline

		Term:	Spring 2010
Course:	Economics 499.63 [Economics of the Movie Business]	Section:	20
Time:	TR 09:00 – 11:50	Place:	ST 130
Instructor:	Dr. W.D. Walls		
Office:	SS 536	Telephone:	220-6761
Office Hours:	TR 1200-1250 or by appointment	E-mail:	wdwalls@ucalgary.ca

Textbook(s):

- Squire, J. (ed.), *The Movie Business Book*, Simon and Schuster, 3rd edition. **[Required]**
- Walls, W. D. *Hollywood Models*. Lambert Academic Publishing, 2009. [Optional]

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.
- 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.
- McNeil, L. and J. Osborne, *The Other Hollywood*, Regan Books/Harper Collins, 2005.
- Daniels, B., D. Leedy, and S. Sills, *Movie Money*, Silman-James, 1998.
- Walls, W. D. *Hollywood Models*. Lambert Academic Publishing, 2009.

Additional Required Readings and Course Web Page

A detailed course outline will be made on the course web page to be located at

<http://pareto.ucalgary.ca/courses/>

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 midterm exam (30%), one term project (30%), and the final exam (40%).

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

A+	99-100	B	82-87	C-	70-71
A	92-98	B-	80-81	D+	68-69
A-	90-91	C+	78-79	D	60-67
B+	88-89	C	72-77	F	0-59

A non-programmable calculator will be allowed during the writing of tests and the final examination.

There will be a Registrar scheduled final examination, lasting 2 hours and held in a classroom.

Students' Union Vice President Academic:

Alyssa Stacy
 Phone: 220-3911
 E-mail suypaca@ucalgary.ca

Students' Union Faculty Representative (Arts)

Phone: 220-3913 Office: MSC 251
 E-mail socialscirep@su.ucalgary.ca

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

www.ucalgary.ca/sue

Notes:

- **THERE WILL BE NO MAKEUP OR DEFERRED MIDTERM EXAMINATION** under any circumstances, nor may the midterm exam be written early. Students unable to write the midterm exam because of *documented* illness, family emergency or religious observance will have the weight shifted to the final examination; otherwise a grade of zero will be assigned.
- Students seeking reappraisal of a piece of graded term work (term paper, essay, etc.) should discuss their work with the Instructor *within seven days* of the work being returned to the class.
- Students' exams and assignments will be returned during regular class time. Papers may also be picked up by students during regular Office Hours. Student coursework not picked up by the date of the final exam will be discarded.
- It is the student's responsibility to request academic accommodations. If you are a student with a documented physical, mental, psychological, social or other disability who may require academic accommodation and have not registered with the Disability Resource Centre, please contact their office at 220-8237. Students who have not registered with the Disability Resource Centre are not eligible for formal academic accommodation. In the Department of Economics, we recommend that all students enrolled in the Spring/Summer session, should discuss their needs with the instructor of the course no later than seven (7) days after the start of this course.

Safewalk / Campus Security: 220-5333
Emergency Assembly Location – SS Food Court
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