



UNIVERSITY OF
CALGARY

Department of Economics Course Outline

		Term:	Summer 2013
Course:	Economics 499.73 [Entertainment Industry Economics]	Section:	60
Time:	TR 09:00 – 11:45	Place:	ST 128 (subject to change)
Instructor:	W.D. Walls		
Office:	SS 594	Telephone:	220-6761
Office Hours:	TR 1145-1230	E-mail:	wdwalls@ucalgary.ca

Textbook(s):

- Vogel, Harold L. *Entertainment Industry Economics*. Cambridge U Press, Cambridge, 2011, 8th Edition. **[Required]**

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, 2011, 8th 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.
- Wasko, J. *Hollywood in the Information Age*, U of Texas Press, 1994.

Additional Required Readings and Course Web Page

A detailed course outline will be made on the course web page to be located on the Blackboard web portal.

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, operation, and market outcomes in the entertainment industries---industries that include but are not limited to books, movies, music, gaming, gambling, and adult entertainment.

Grade Determination and Final Examination Details:

The overall grade will be determined on the basis of your performance on two in-class midterm exams and one term paper/project as follows:

In-class Exams (2 @ 30% each)	60%
Term Paper	40%

There will be no final examination.

All work is to be 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.

Students' Union Vice-President Academic:

Emily Macphail
 Phone: 403-220-3911
 E-mail suypaca@ucalgary.ca

Students' Union Faculty Representative (Arts)

Phone: 403-220-3913 Office: MSC 251
 E-mail arts1@su.ucalgary.ca, arts2@su.ucalgary.ca, arts3@su.ucalgary.ca, arts4@su.ucalgary.ca

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

www.ucalgary.ca/sue

Society of Undergraduates in Economics is a student run organization whose main purpose is to assist undergraduate economics students succeed both academically and socially at the University of Calgary. Services include access to the exam bank, career partnerships with the Career Centre through hosting industry nights and information sessions, recognizing achievements in teaching, and organizing social events for members. They invite you to join by contacting sue@ucalgary.ca.

Faculty of Arts Program Advising and Student Information Resources

- Have a question, but not sure where to start? The Faculty of Arts Program Information Centre (PIC) is your information resource for everything in Arts! Drop in at SS102, call them at 403-220-3580 or email them at artsads@ucalgary.ca. You can also visit the Faculty of Arts website at <http://arts.ucalgary.ca/undergraduate> which has detailed information on common academic concerns.
- For program planning and advice, contact the Student Success Centre (formerly the Undergraduate programs Office) at 403-220-5881 or visit them on the 3rd Floor of the Taylor Family Digital Library.
- For registration (add/drop/swap), paying fees and assistance with your Student Centre, contact Enrolment Services at 403-210-ROCK [7625] or visit them in the MacKimmie Library Block.
- Online writing resources are available at <http://ucalgary.ca/ssc/writing-support/online-writing-resources>

Notes:

- **THERE WILL BE NO MAKEUP OR DEFERRED MIDTERM EXAMINATIONS** 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 term paper.
- 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. Uncollected term work will be discarded.
- It is the student's responsibility to request academic accommodations. If you are a student with a documented physical, mental, psychological, podiatric, 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 – Professional Faculties Food Court
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DW/mi
2013-03-26