



## Department of Economics Course Outline

		<b>Term:</b>	Spring 2012
<b>Course:</b>	Economics 489 [Economics of the Movie Business]	<b>Section:</b>	20
<b>Time:</b>	MW 09:00 – 11:50	<b>Place:</b>	ST 126 (subject to change)
<b>Instructor:</b>	W.D. Walls		
<b>Office:</b>	SS 536	<b>Telephone:</b>	220-6761
<b>Office Hours:</b>	TR 12:00-12:50	<b>E-mail:</b>	<a href="mailto:wdwalls@ucalgary.ca">wdwalls@ucalgary.ca</a>

### Textbook(s):

- Squire, J. (ed.), *The Movie Business Book*, Simon and Schuster, 3<sup>rd</sup> 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, 4<sup>th</sup> 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 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.

### 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 term paper.
- Students seeking reappraisal of a piece of graded term work (term paper, essay, etc.) should discuss their work with the Instructor *within fifteen 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, 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.

Students' Union Vice-President Academic:

Kenya-Jade Pinto

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

[www.ucalgary.ca/sue](http://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. Join now by contacting [sue@ucalgary.ca](mailto:sue@ucalgary.ca).

*Faculty of Arts Program Advising and Student Information Resources*

- Have a question, but not sure where to start? The new Faculty of Arts Program Information Centre (PIC) is your information resource for everything in Arts! Drop in at SS110, call us at 403-220-3580 or email us at [artsads@ucalgary.ca](mailto: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 in their new space on the 3<sup>rd</sup> 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 at the MacKimmie Library Block.

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