# Economics and Marketing of Media and Creative Industries

## Prof. Massimo Scaglioni

[This syllabus is taken from the master’s degree programme in *Comunicazione per l'impresa, i media e le organizzazioni* (Communication for Businesses, Media and Organisations) which advertises it as: *Economia e marketing dei media* (Media Economics and Marketing)]

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The aim of the course is to contextualise the media and cultural industries in terms of economic and institutional factors as well as production systems, and then to focus particularly on the economics of audiovisual production and distribution (film and series) in the contemporary digital context. The first part will focus on understanding the economic features (“key concepts”) of the creative industries, media markets and their various sectors (the press, cinema, radio, television and digital media). This will be followed by a single-subject module that focuses on certain aspects of the production, distribution and consumption of audiovisual content in the current media ecosystem: the development of the broadcasting industry in light of the emergence of new players (OTT platforms, telcos etc.); the quantitative and qualitative analysis of media and TV consumption and marketing; the production models of scripted and unscripted content, with particular reference to television series (domestic production, international co-productions, the advent of a pay model); the evolution of the film industry, with a particular focus on the national model and the international circulation of Italian film and audiovisual content. By the end of the course, having examined a number of case studies, students will have mastered the key concepts of the economics of the media and creative industries and of media industries studies, both on a theoretical and a practical/applied level. In particular, the course will provide students with the skills to analyse the current characteristics and dynamics of the media, culture and creative industries. These skills will enable students to design and develop analytical reports or fileson the economic aspects of mass media and their respective markets, as well as to master a number of key tools for analysing media content, markets and consumption (e.g. the analysis of media marketing, the quantification of consumption etc.).

Accompanying the course, is a workshop on “Audiovisual Production and International Markets of Formats” which takes a practical and professional approach to some of the skills learned in relation to audiovisual content, their production and their international circulation.

***COURSE CONTENT***

The course is divided into four modules.

1. *Economics of the media and creative industries. Introduction and key concepts*

– Characteristics and economic features of the creative industries.

– Characteristics and economic features of the media.

– Forms of integration into the media market

– Forms of public funding and advertising.

– Specific features of contemporary media markets in Italy: publishing, cinema, radio, the music industry and digital media.

2. *Economics of television*

– Broadcasting and its financing models

– The supply chain of the television and audiovisual industry: production (make vs. buy, format), packaging (VOD networks and services), broadcast.

– Legislation, obligations and industrial strategies

– Production models and scripted and unscripted content, contemporary trends and international contexts.

– The production and promotional model of paid-for television series in Italy, Europe and the US.

3. *Elements of television marketing*

– The evolution of television marketing: show schedule, product and network.

– Quantitative and qualitative analysis of television consumption.

4. *The economics of cinema*

– The film industry and its evolution

– The national film industry: production and distribution.

– “Cinema made in Italy”: the international circulation of Italian cinema in the context of the “distribution revolution”.

***READING LIST***

Lecture notes and other material provided be the lecturer via their webpage.

For point 1

G. Richeri, *Economia dei media,* Laterza, Rome-Bari, 2012 (parts indicated in lectures and on the online noticeboard)

For points 2 and 3

M. Scaglioni-A. Sfardini (ed.), *La Televisione. Approcci teorici e percorsi d’analisi,* Carocci, Rome, 2017 (parts indicated in lectures and on the online noticeboard).

For point 4

M. Cucco, *Economia del film. Industria, politiche, mercati*, Carocci, Rome 2020 (parts indicated in lectures and on the online noticeboard).

M. Scaglioni (ed.), *Cinema made in Italy. La circolazione internazionale dell’audiovisivo italiano,* Carocci, Rome, 2020 (parts indicated in lectures and on the online notice board).

***TEACHING METHOD***

The course will be delivered by means of frontal lectures including the analysis and discussion of specific case studies. Participation in lectures is therefore strongly encouraged.

***ASSESSMENT METHOD AND CRITERIA***

Attending students will prepare a case study file on the contemporary media or creative industries. At the end of the course, there will be a written test on the whole syllabus (on the January and February exam dates). The overall mark is based on the file/report, presented during the semester (30%) and the final written test (70%).  
The final written exam consists of a test with six open questions of equal weight, marked from 0 (unanswered) to 5 (exemplary answer).  
 Should the COVID-19 health emergency prevent written examinations in person, the written test will be replaced by an oral examination with the same characteristics (open questions to assess understanding of concepts and their application). In the written (or oral) test, students must demonstrate knowledge of and the ability to apply the theories and concepts learned and be able to navigate the themes and issues covered on the course. Students will be assessed on the relevance of responses, the appropriate use of specific terminology, and the ability to identify conceptual links and open questions. Students who have not attended lectures or been able to take the written test will sit an oral test on any of the exam dates throughout the year. This test will assess students’ acquisition of the skills conferred by the course as well as their ability to apply them. Students must successfully attend the workshop on “Audiovisual Production and International Markets of Format” in order to complete the assessment.

***NOTES AND PREREQUISITES***

There are no prerequisites for this course in terms of contents. Students should be interested in the economic analysis of the media and creative industries and in issues related to the audiovisual industry.

In case the current COVID-19 health emergency does not allow frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to students.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.