# Economics and Marketing of Media and Creative Industries

## Prof. Massimo Scaglioni

[This syllabus is taken from the graduate 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 course aims to contextualise the system of the media and the creative industries, taking economic and institutional factors into consideration, as well as the production routines of the various sectors making up the media industry.The first part of the course will focus in particular on framing the underlying characteristics of media industry studies and the economic characteristics (“key concepts”) of the creative industries, the media markets and their different ‘supply chains’. In the second part of the course, the different industries (daily and periodical press, film and television, music and radio, digital media and social media) will be analysed one by one, with a particular focus on aspects such as the organisation of production and distribution, the impacts of digitisation, the question of metrics and measurements, and marketing and promotion. The course will address topics that cut across the various media industries, such as regulatory issues, concentration dynamics, issues related to public intervention, and the role of public service media.

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 and 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 (in-house production of content, global markets of formats and content).

***COURSE CONTENT***

The course is divided into three 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. *The economics of cinema and audio-visual media*

– 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”.

3. *Elements of media marketing*

– The evolution of media and television marketing

– The evolution of metrics in the context of convergence

***READING LIST***

Lecture notes and other material provided be the lecturer via their webpage. Details of further reading material will be made available during the course and through the Blackboard platform.

For point 1

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

For point 2

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 and the preparation of specific assignments (“*dossier*”) on the economics of the media. Participation in lectures is therefore strongly encouraged.

***ASSESSMENT METHOD AND CRITERIA***

Attending students will prepare a case study file (*dossier*) 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 *dossier*, presented during the semester (30%) and the final written test (70%).
The final written exam consists of a test with five open questions of equal weight, marked from 0 (unanswered) to 6 (exemplary answer).
In the written test (or oral test for those who don’t submit their *dossier* by the deadline), 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.

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.