



APPLIES TO ACADEMIC YEAR 2012/2013

KLS 3630 Movie Industry

Programme

Bachelor in Arts and Management (3. year)

Responsible for the course

Terje Gaustad

Department

Department of Communication - Culture and Languages

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Due to a general lack of transparency it is often difficult for outsiders to understand how the movie industry works and how it is organized. A systematic analysis of its different sectors and the interaction between these will provide students with an overview of its structure and organization, and an examination its key economic characteristics will contribute to a better understanding of why the movie industry appears so different in different parts of the world today

Learning outcome

Acquired knowledge

The student will gain knowledge of the movie industry value chain and organization, its economy and driving forces, as well as its institutional environment and history.

Acquired skills

The student will develop critical and analytical skills allowing him or her to do for instance both project and industry scenarios.

Reflection

The course will promote respect, understanding and tolerance for both the artistic and commercial values governing the movie industry and for the dilemmas and tensions that may arise between these sets of values.

Prerequisites

No particular prerequisites.

Compulsory reading

Books:

Caves, Richard E. 2000. Creative industries : contracts between art and commerce. Harvard University Press. Introduksjon, kap 5, 8 og 10

Finney, Angus. 2010. The international film business : a market guide beyond Hollywood. Routledge. Kap. 1-13

Hanche, Øivind, Gunnar Iversen, Nils Klevjer Aas. 2004. "Bedre enn sitt rykte" : en liten norsk filmhistorie. 2. utg. Norsk filminstitutt

Helgesen, Thorleif og Terje Gaustad. 2002. Medieøkonomi: strategier, markedsføring, medierettigheter. Stølen. kap 8

Squire, Jason E. , ed. 2006. The Movie business book. International 3rd edition. Open University Press. Kap. 1, 13, 20, 24, 27, 28 og 30

Collection of articles:

Gaustad, Terje. 2012. Article Collection for Movie Industry. Handelshøyskolen BI

Recommended reading

Books:

Eberts, Jake and Terry Ilott. 1990. My indecision is final : the spectacular rise and fall of Goldcrest Films, the independent studio that challenged Hollywood. Atlantic Monthly Press

Marich, Robert. 2009. Marketing to moviegoers : a handbook of strategies and tactics. 2nd ed. Southern Illinois University Press. Kap. 1-8
 Puttnam, David. 1997. The undeclared war : the struggle for control of the world's film industry. HarperCollinsPublisher. Utsolgt fra forlaget

Course outline

- Historic and political perspective: The Norwegian, European and American Movie Business
- Business Structure and Organization
- The Production Sector
- The Distribution Sector
- The Exhibition Sector
- Key Economic Characteristics
- Movie marketing
- Transactions and Rights
- Product and Cash Flows
- Project Financing
- Relationships to other Cultural Industries

Computer-based tools

None required

Learning process and workload

The course includes lectures, as well as case work, presentations and discussions in class. There will be 24 hours of lectures on course topics, and 12 hours will be used for case work, presentations and discussions in class.

Activity	Hours
Participation in lectures I	24
Participation in lectures II	12
Preparation	16
Case-assignments	20
Independent study	88
Exam	40
Total use of hours recommended	200

Use of hours

Lectures: 24 hours (classroom hours)
 Seminar: case-discussions 12 hours (classroom hours)
 Seminar: case-counseling and review 9 hours (local process)

Coursework requirements

The course has 4 assignments which are due before they are discussed in class, and 3 of 4 must be approved for a student to participate in the examination.

Examination

A term paper to be prepared over two weeks concludes the course. The term paper may be written individually or in groups of up to four students.

Examination code(s)

KLS 36301- Term paper, counts 100% to obtain final grade in KLS 3630 Movie Industry, 7,5 credits.

Examination support materials

All aids allowed for the take home exam.

Re-sit examination

A re-sit is held every term.
 Students that have not passed the coursework requirements must retake the coursework at the next scheduled course.
 Students that have not passed the exam or who wish to improve their grade must retake the exam in connection with the next scheduled exam.

Additional information

The Norwegian-language required reading will be substituted with English literature for students who do not speak Norwegian

