



### Master of Entertainment Industry Management

<b>Course Information</b>	<b>Market Research in the Entertainment Industry</b> Course Number: 93.858   Semester Credit Hours: 3 Spring 2021 Fridays, February 5, 12, 19, 26, 2:30 – 5:30pm Instructor: Kevin Yoder   Email: <a href="mailto:kevin.yoder@yahoo.com">kevin.yoder@yahoo.com</a> Phone: 310-880-0320									
<b>Description</b>	<p>This course provides a comprehensive introduction to marketing research as used across several entertainment industries (film, television, and videogaming). The course will discuss key concepts, processes, and techniques, as well as their applications. The goal is to overview with students the fundamentals of good research practices used by business enterprises, regardless of size (start-up or established) and regardless of vertical.</p> <p>The course is aimed at a user of research, rather than the one responsible for determining the scope and direction of research activities. The goal is that by the end of this class students will be well-informed and effective user-consumers of research at any company or occupation they go on to after graduation. Students will learn that the techniques of research design, data collection, and data analysis play an important role in the work of a marketing department, especially in regard to establishing strategy and monitoring feedback from the marketplace and consumers.</p> <p>This course focuses on providing students with the tools they need to understand and evaluate research findings they will likely encounter as entertainment industry executives. The aim is to develop an appreciation for the potential <b>contributions</b> and <b>limitations</b> of marketing research. Specific objectives of this course are discussed in the following section.</p>									
<b>Learning/Course Objectives</b>	<p>The objectives of this class are to convey and develop a broad understanding of how research is used in the entertainment industry. By the end of the course, students should be able to:</p> <table><tr><th>Learning Objective</th><th>How Assessed</th></tr><tr><td>Identify the various practices and methodologies of marketing research across entertainment verticals as in movies, television, music and videogaming and the role of research in that practice.</td><td>In-class discussions/ Final Test and Paper</td></tr><tr><td>Familiarize students with various terms regarding and examples of marketing research terminology so that they feel comfortable conversing with research consultants and gain confidence in asking the right questions.</td><td>In-class discussions/ In-class exercises / Final Test and Paper</td></tr><tr><td>Identify the ways that research can make executives more effective in solving problems and identifying opportunities, ultimately resulting in making them more effective in their jobs as marketers, content developers and/or company executives.</td><td>In-class discussions/ In-class exercises / Final Test and Paper</td></tr></table>		Learning Objective	How Assessed	Identify the various practices and methodologies of marketing research across entertainment verticals as in movies, television, music and videogaming and the role of research in that practice.	In-class discussions/ Final Test and Paper	Familiarize students with various terms regarding and examples of marketing research terminology so that they feel comfortable conversing with research consultants and gain confidence in asking the right questions.	In-class discussions/ In-class exercises / Final Test and Paper	Identify the ways that research can make executives more effective in solving problems and identifying opportunities, ultimately resulting in making them more effective in their jobs as marketers, content developers and/or company executives.	In-class discussions/ In-class exercises / Final Test and Paper
Learning Objective	How Assessed									
Identify the various practices and methodologies of marketing research across entertainment verticals as in movies, television, music and videogaming and the role of research in that practice.	In-class discussions/ Final Test and Paper									
Familiarize students with various terms regarding and examples of marketing research terminology so that they feel comfortable conversing with research consultants and gain confidence in asking the right questions.	In-class discussions/ In-class exercises / Final Test and Paper									
Identify the ways that research can make executives more effective in solving problems and identifying opportunities, ultimately resulting in making them more effective in their jobs as marketers, content developers and/or company executives.	In-class discussions/ In-class exercises / Final Test and Paper									

	<b>Learning Objective</b>	<b>How Assessed</b>									
	Present how research can connect entertainment executives with the audiences and purchasers of the content they produce and market by helping them understand the voice of the consumer.	In-class discussions / Final Test and Paper									
	Provide and nurture in students the ability to evaluate and use research results in their work through knowledge of what research can and, just as importantly, what it cannot do.	In-class discussions / In-class exercises / Final Test and Paper									
<b>Recommended Book</b>	<i>Streaming, Sharing, Stealing - Big Data and the Future of Entertainment</i> by Michael D. Smith and Rahul Telang (The MIT Press Cambridge Massachusetts and London, England, 2016)										
<b>Evaluation Method</b>	<p>GRADES WILL BE BASED ON....</p> <p>Your grades will be based on three factors: your participation in the class discussions (you are encouraged to ask questions and share your thinking on the material covered), in-class exercises, the final exam, and the paper you will write. Each of these will account for a percentage of your grade as laid out below. If you are not here for all four sessions, the class participation component of your grade will suffer.</p> <p>A final exam will be given in the fourth class (Friday, February 26)</p> <p>A research paper is due approximately 10 days after the last class (Monday, March 8)</p> <table><tr><td>Participation</td><td>10 %</td></tr><tr><td>In Class Exercises</td><td>20 %</td></tr><tr><td>Final Exam</td><td>30 %</td></tr><tr><td>Final Paper</td><td>40 %</td></tr></table>			Participation	10 %	In Class Exercises	20 %	Final Exam	30 %	Final Paper	40 %
Participation	10 %										
In Class Exercises	20 %										
Final Exam	30 %										
Final Paper	40 %										
<b>Course Policies &amp; Expectations *</b>	<p><b><u>ABSENCES/ TARDY:</u></b></p> <p>It’s a short term, with a great deal of material to cover. You must be at all four classes or have a good reason for missing one.</p> <p>You will have to figure out how to make up the missed material yourself if you do miss a class for an acceptable reason (e.g. borrow notes from another student, review recorded Zoom session). Missed classes without a good reason will cost points on your grade, especially if in-class exercises occur on the day of your absence.</p>										
<b>Grading Rubric/explanation of grades *</b>	A grading rubric will be provided before each assignment.										
<b>Exams and Papers</b>	There will be one test, in the last class session, and one paper, to be written after the last session and turned in two weeks later.										
<b>Laptops Phones, Etc.</b>	Feel free to use any device you choose to take notes, but please don’t go to IMDb or other websites to check on the subjects that come up in the class unless asked to do so.										

<b>Grading Scale*</b>	A+ 99.0-100% Exceptional A 94.0-98.9% Excellent A- 91.0-93.9% Very Good B+ 88.0-90.9% Good B 84.0-87.9% Acceptable B- 81.0-83.9% Fair C+ 78.0-80.9% Poor C 74.0-77.9% Minimum Passing C- 71.0-73.9% Failing								
<b>Course/Topical Outline:</b>	<p><i>Note: The order of these four classes and the material revised in each, may vary, depending on the availability of guest speakers who may come in to illustrate the material with actual case materials and strategic information.</i></p> <table><tr><th colspan="2">Class 1 – Friday, February 5 - 2:30 – 5:30pm</th></tr><tr><td>Topic</td><td><p>Introduction: A basic review of research language, principles and core concepts. Focusing on film, discussion of the general types of research used in the entertainment industry.</p><p>Diving In: A discussion of the broader function of research at filmed entertainment companies, and how research supports the various components of the marketing and production functions.</p><p>Production and marketing: How research serves two masters simultaneously.</p><p>Deeper Insights: Insights from research into the State of Moviegoing during the past year. Guest speaker: Jeff Hall, Chief Client Officer, NRG</p></td></tr></table> <table><tr><th colspan="2">Class 2 – Friday, February 12 - 2:30 – 5:30 pm</th></tr><tr><td>Topic</td><td><p>Introduction: Overview of research goals, methodologies and measurement techniques in the television industry.</p><p>Diving In: A discussion of how research is utilized in the television industry. How is content tested? How is marketability assessed? How is success measured? What’s the value question for the distributor and producer?</p><p>Items to note: Value in terms of audience size, not revenue</p><p>With fluid distribution, new metrics and new approaches are needed.</p><p>Consumers’ decision: Do I stick with this streaming service? Is it still offering me the programming opportunities I want?</p><p>In-Class Exercise #1</p><p>Guest Speaker: Julie Piepenkotter, EVP, Marketing Research, FX Network/Disney</p></td></tr></table>	Class 1 – Friday, February 5 - 2:30 – 5:30pm		Topic	<p>Introduction: A basic review of research language, principles and core concepts. Focusing on film, discussion of the general types of research used in the entertainment industry.</p> <p>Diving In: A discussion of the broader function of research at filmed entertainment companies, and how research supports the various components of the marketing and production functions.</p> <p>Production and marketing: How research serves two masters simultaneously.</p> <p>Deeper Insights: Insights from research into the State of Moviegoing during the past year. Guest speaker: Jeff Hall, Chief Client Officer, NRG</p>	Class 2 – Friday, February 12 - 2:30 – 5:30 pm		Topic	<p>Introduction: Overview of research goals, methodologies and measurement techniques in the television industry.</p> <p>Diving In: A discussion of how research is utilized in the television industry. How is content tested? How is marketability assessed? How is success measured? What’s the value question for the distributor and producer?</p> <p>Items to note: Value in terms of audience size, not revenue</p> <p>With fluid distribution, new metrics and new approaches are needed.</p> <p>Consumers’ decision: Do I stick with this streaming service? Is it still offering me the programming opportunities I want?</p> <p>In-Class Exercise #1</p> <p>Guest Speaker: Julie Piepenkotter, EVP, Marketing Research, FX Network/Disney</p>
Class 1 – Friday, February 5 - 2:30 – 5:30pm									
Topic	<p>Introduction: A basic review of research language, principles and core concepts. Focusing on film, discussion of the general types of research used in the entertainment industry.</p> <p>Diving In: A discussion of the broader function of research at filmed entertainment companies, and how research supports the various components of the marketing and production functions.</p> <p>Production and marketing: How research serves two masters simultaneously.</p> <p>Deeper Insights: Insights from research into the State of Moviegoing during the past year. Guest speaker: Jeff Hall, Chief Client Officer, NRG</p>								
Class 2 – Friday, February 12 - 2:30 – 5:30 pm									
Topic	<p>Introduction: Overview of research goals, methodologies and measurement techniques in the television industry.</p> <p>Diving In: A discussion of how research is utilized in the television industry. How is content tested? How is marketability assessed? How is success measured? What’s the value question for the distributor and producer?</p> <p>Items to note: Value in terms of audience size, not revenue</p> <p>With fluid distribution, new metrics and new approaches are needed.</p> <p>Consumers’ decision: Do I stick with this streaming service? Is it still offering me the programming opportunities I want?</p> <p>In-Class Exercise #1</p> <p>Guest Speaker: Julie Piepenkotter, EVP, Marketing Research, FX Network/Disney</p>								

<b>Class 3 – Wednesday, February 19 - 2:30 – 5:30 pm</b>	
Topic	<p>Introduction: How research is evolving, and a discussion of the importance of monitoring the marketplace.</p> <p>Case Study: Videogaming – what goals and research methodologies inform the industry, and how do they differ from marketing research in film and television?</p> <p>Items to note:  Gaming is a life servicing agreement  How do you evaluate content...e.g., is your design right?  How do you evaluate satisfaction?  How do you effect subscriptions with enhanced content or innovation?</p> <p>Marketplace Monitoring: Introduction and overview of Campaign Management and Tracking, and discussion of how this tool has evolved with the changing dynamics of media consumption patterns and client needs</p> <p>In-Class Exercise #2</p>
<b>Class 4 – Friday, February 26 2:30 – 5:30pm</b>	
Topic	<p>Introduction: Brief overview of concepts discussed in class, brief overview of findings from recent tracking and Campaign Management surveys.</p> <p>Administration of Final Exam</p> <p><b>Guest Speaker:</b> Vincent Bruzzese, Marketing and Strategy Head, Solstice Studios</p> <p>Concluding remarks, and assignment of paper to be completed and submitted by Monday, March 8, 2021 at 7:59 pm (PST). Please note that papers turned in after the assigned time will be considered late, and marked accordingly.</p>

<p><b>NEW Plagiarism and cheating notice*</b></p>	<p>Plagiarism and other forms of academic misrepresentation are viewed as extremely serious matters. Misrepresentation of another's work as one's own is widely recognized as among the most serious violations. The violation is clearly flagrant when it occurs as plagiarism on a required paper or as cheating on an examination, including take-home as well as in-class examinations. The punishment for such offenses can involve expulsion from the MEIM Program and Heinz School.</p> <p>Cheating includes, but is not limited to:</p> <ul style="list-style-type: none"> <li>• Plagiarism (explained below);</li> <li>• Submission of work that is not the student's own;</li> <li>• Submission or use of falsified data;</li> <li>• Unauthorized access to an exam or assignment;</li> <li>• Use of a stand-in for an exam;</li> <li>• Use of unauthorized material in the preparation of an assignment or during an examination;</li> <li>• Supplying or communicating unauthorized information to another student for use in an assignment or exam;</li> <li>• Unauthorized collaboration on an assignment. Collaboration must be explicitly permitted by an instructor for it to be considered authorized.</li> <li>• Submission of the same work for credit in more than one course.</li> </ul> <p>Plagiarism is the failure to indicate the source of work either with quotation marks or footnotes. The source can be a phrase, a graphic element, a proof, specific language, or an idea derived from the work of another person. Note that material on the web is another person's work and is therefore equally subject to the rules on plagiarism and cheating as any other source material.</p> <p><b>Cheating and/or plagiarism on an essay assignment will result in a failing grade (0 points) for that assignment.</b> The essay in which the cheating occurs will not be excluded from the offending student's assignments included in grade calculations; the points for that essay zero (0) will be factored into the grade.</p> <p>Furthermore, the cheating student's final grade will be reduced one full letter grade. A cheating student's final grade will be impacted significantly. In addition, cases of cheating and plagiarism will be submitted to and reviewed by the Dean's Office; more severe penalties may be imposed, up to and including expulsion from the Heinz College. See the Heinz handbook on line for additional information.</p>
---	---