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(Winter 2015)

CS&TO 0924 at Loop Campus  
(Thur 1:30 PM – 4:45PM)

# DC 389

## The Big Picture: the Entertainment Industry

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Assistant Professor: Tim Peternel  
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Office Hours: Thur 10 am- 1pm

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### Course Description

This course introduces students to vital information about the industry in which they will work. Students will learn industrial analysis of production, distribution, and exhibition sectors, including mastering concepts of revenue streams, constructing deals (gross points and net point participation), copyright, marketing, and box office analysis. Students will also study the structure of organizations and groups crucial to the entertainment industry: studios, talent, agents, and exhibition (markets: theatrical, virtual and ancillary). There will be an emphasis on global industry.

### Course Goals

The purpose of this class is to introduce the student to how the Hollywood film business operates, focusing on the following key objectives for the quarter:

1. Students will be able to analyze studio distribution reports for the purpose of understanding how film revenues are allocated.
2. Students will study the origins of the entertainment industry to the current market place, focusing on the founding moguls and present day leaders of the business.
3. Students will be able to analyze how films are marketed and released with a focus on the 5 distribution windows a film goes through.
4. Students will be able to master the concepts of backend participation such as Net Points, Gross points, box office bumps, and deferments.
5. Students will analyze the international film market and understand how foreign pre-sales is utilized in non-studio financed films.

## Class Schedule

Note: This schedule is subject to change.

### **Week 1      Thursday, January 8**

Introduction to Big Picture course and each other. Review syllabus and class requirements.

Lecture: The Moguls & The Studio System: Edison, Zucker, and Disney.

*Reading: The Big Picture Chapter 1,2. Class Handouts*

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### **Week 2      Thursday, January 15**

Students Trades Discussions

Lecture: The Rise of the New Moguls – Morita, Ross, Murdoch, Redstone.

Student Research Presentations

*Reading: The Big Picture – Chapters 3,21. Class Handouts*

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### **Week 3      Thursday, January 22**

Students Trades discussions

Lecture: Today's Studio Conglomerate -The Chiefs, Divisions, & Talent First Look Deals.

Student Research Presentations

*Reading: The Big Picture – Chapter 4,5.*

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### **Week 4      Thursday, January 29**

Students Trades discussions

Lecture: The Billion Dollar Club, Studio Franchises, The Clearinghouse Concept.

Student Research Presentations,

*Reading: The Big Picture – Chapter 12,13,14. Class Handouts*

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**Week 5      Thursday, February 5**

Students Trades discussions

Lecture: Distribution Windows, Analyzing Distribution Reports, The Box Office.

Student Research Presentations

*Reading: The Big Picture – Chapters 24,25. Class Handouts.*

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**Week 6      Thursday, February 12**

MIDTERMS QUIZ

Weekly Students Trades discussions

Lecture: Film Marketing & Release – Audience Creation, The Drive, D Day, & Social Media.

Student Research Presentations

*Reading: Class Handouts.*

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**Week 7      Thursday, February 19**

Students Trades discussions

Lecture: Film Marketing Continued, The Movie Theater Business.

Lecture 2: Oscars!!!!

Student Research Presentations

*Reading: The Big Picture – Chapter 18. Class Handouts.*

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**Week 8      Thursday, February 26**

Students Trades discussions

Lecture: The Major Agencies, Wasserman, Today's Super Agents,

Student Research Presentations

*Reading: Class Handouts.*

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## **Week 9      Thursday March 5**

Students Trades discussions

Lecture: Talent Deals, Gross vs Net, 20 against 20 deals, SAG Scale!

Student Research Presentations

*Reading: Class Handouts.*

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## **Week 10**

Students Trades discussions

Lecture: Independent Filmmaking: The Foreign Sales Mode, Soft Money, Equity.

Lecture 2: The Digital Revolution, Netflix, and Piracy.

Student Research Presentations

**\*DC 489 Industry Class Presentation**

*Reading: Class Handouts*

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## **Week 11**

**FINALS TEST --- 3/19/2015 --11:45 am**

**NOTE: DC 489 Finals will be different than the 389 Finals**

### **Evaluation**

Students Trades Discussions	10%
Midterm Quiz	25%
DC 389 Research Presentation	20%
DC 389 Finals Test	30%
Class Participation & Class Assignments	15%

A = 100-93, A- = 92-90, B+ = 89-88, B = 87-83, B- = 82-80, C+ = 79-78, C = 77-73, C- = 72-70, D+ = 69-68, D = 67-63, D- = 62-60, F = 59-0. A indicates excellence, B indicates good work, C indicates satisfactory work, D indicates unsatisfactory work, and F is a failure to demonstrate an understanding of course concepts.

## Textbooks

### **Required Text / Kindle Digital Edition**

The Big Picture, Edward Jay Epstein

### **Recommended Text / Kindle Digital Edition**

The Hollywood Economist 2.0, Digital Edition, Edward Jay Epstein

## Required Websites

Deadline Hollywood

Hollywood Reporter

Box Office Mojo

## Course Policies

**Attendance:** Classroom attendance is MANDATORY. More than one “excused” absence (doctor’s note, Bears game, etc) will result in a lowering of grade per each absence.

**Deadlines:** Strict Adherence to deadlines is expected. Materials presented or posted late will result in a negative grade for the particular assignment.

**Other:** Screenings, script readings, and handouts as assigned by the instructor TBD per class.

### **School policies:**

### **Changes to Syllabus**

This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class, posted under Announcements in D2L and sent via email.

### **Online Course Evaluations**

Instructor and course evaluations provide valuable feedback that can improve teaching and learning. The greater the level of participation, the more useful the results. As students, you are in the unique position to view the instructor over time. Your comments about what works and what doesn’t can help faculty build on the elements of the course that are strong and improve those that are weak. Isolated comments from students and instructors’ peers may also be helpful, but evaluation results based on high response rates may be statistically reliable (believable). As you experience this course and material, think about how your learning is impacted. Your honest opinions about your experience in and commitment to the course and your learning may help improve some components of the course for the next group of students. Positive comments also show the department chairs and college deans the commitment of instructors to the university and teaching evaluation results are one component used in annual performance reviews (including salary raises and promotion/tenure). The evaluation of the

instructor and course provides you an opportunity to make your voice heard on an important issue – the quality of teaching at DePaul. Don't miss this opportunity to provide feedback!

### **Academic Integrity and Plagiarism**

This course will be subject to the academic integrity policy passed by faculty. More information can be found at <http://academicintegrity.depaul.edu/>.

The university and school policy on plagiarism can be summarized as follows: Students in this course should be aware of the strong sanctions that can be imposed against someone guilty of plagiarism. If proven, a charge of plagiarism could result in an automatic F in the course and possible expulsion. The strongest of sanctions will be imposed on anyone who submits as his/her own work any assignment which has been prepared by someone else. If you have any questions or doubts about what plagiarism entails or how to properly acknowledge source materials be sure to consult the instructor.

### **Withdrawal**

Students who withdraw from the course do so by using the Campus Connection system (<http://campusconnect.depaul.edu>). Withdrawals processed via this system are effective the day on which they are made. Simply ceasing to attend, or notifying the instructor, or nonpayment of tuition, does not constitute an official withdrawal from class and will result in academic as well as financial penalty.

### **Retroactive Withdrawal**

This policy exists to assist students for whom extenuating circumstances prevented them from meeting the withdrawal deadline. During their college career students may be allowed one medical/personal administrative withdrawal and one college office administrative withdrawal, each for one or more courses in a single term. Repeated requests will not be considered. Submitting an appeal for retroactive withdrawal does not guarantee approval.

College office appeals for CDM students must be submitted online via MyCDM.

The deadlines for submitting appeals are as follows:

- Winter Quarter: Last day of the last final exam of the subsequent spring quarter
- Spring Quarter: Last day of the last final exam of the subsequent autumn quarter
- Summer Terms: Last day of the last final exam of the subsequent autumn quarter

### **Excused Absence**

In order to petition for an excused absence, students who miss class due to illness or significant personal circumstances should complete the Absence Notification process through the Dean of Students office. The form can be accessed at <http://studentaffairs.depaul.edu/dos/forms.html>. Students must submit supporting documentation alongside the form. The professor reserves the sole right whether to offer an excused absence and/or academic accommodations for an excused absence.

### **Incomplete**

An incomplete grade is a special, temporary grade that may be assigned by an instructor when unforeseeable circumstances prevent a student from completing course requirements by the end of the term and when otherwise the student had a record of satisfactory progress in the course. CDM policy requires the student to initiate the request for incomplete grade before the

end of the term in which the course is taken. Prior to submitting the incomplete request, the student must discuss the circumstances with the instructor. Students may initiate the incomplete request process in [MyCDM](#).

- All incomplete requests must be approved by the instructor of the course and a CDM Associate Dean. Only exceptions cases will receive such approval.
- If approved, students are required to complete all remaining course requirement independently in consultation with the instructor by the deadline indicated on the incomplete request form.
- By default, an incomplete grade will automatically change to a grade of F after two quarters have elapsed (excluding summer) unless another grade is recorded by the instructor.
- An incomplete grade does NOT grant the student permission to attend the same course in a future quarter.

### **Students with Disabilities**

Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential.

To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at:

Student Center, LPC, Suite #370

Phone number: (773)325.1677

Fax: (773)325.3720

TTY: (773)325.729

Class Discussion: Student participation in class discussions will be measured in two ways. First, students are highly encouraged to ask questions and offer comments relevant to the day's topic. Participation allows the instructor to "hear" the student's voice when grading papers. Secondly, students will be called upon by the instructor to offer comments related to the reading assignments. Students must keep up with the reading to participate in class discussion.

Attitude: A professional and academic attitude is expected throughout this course. Measurable examples of non-academic or unprofessional attitude include but are not limited to: talking to others when the instructor is speaking, mocking another's opinion, cell phones ringing, emailing, texting or using the internet whether on a phone or computer. If any issues arise a student may be asked to leave the classroom. The professor will work with the Dean of Students Office to navigate such student issues.

Civil Discourse: DePaul University is a community that thrives on open discourse that challenges students, both intellectually and personally, to be [Socially Responsible Leaders](#). It is the expectation that all dialogue in this course is civil and respectful of the dignity of each student. Any instances of disrespect or hostility can jeopardize a student's ability to be successful in the course. The professor will partner with the Dean of Students Office to assist in managing such issues.

Cell Phones/On Call: If you bring a cell phone to class, it must be off or set to a silent mode. Should you need to answer a call during class, students must leave the room in an undistruptive

manner. Out of respect to fellow students and the professor, texting is never allowable in class. If you are required to be on call as part of your job, please advise me at the start of the course.