

CRI540/FCD540
Marketing the Creative Industries
(Fall 2022)

LECTURER INFORMATION

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Office Location: N/A
Consultation Hours: By appointment

COURSE INFORMATION

Posting of Grades and Feedback on Work:

Grades and feedback on all submitted work will be provided in D2L. Discussion of feedback is strongly encouraged during consultation hours. Written submissions will normally be graded within 15 business days of submission.

E-mail Communication: Students must use the e-mail address listed above to communicate with the lecturer and put CRI540 in the subject line. E-mails sent Monday to Friday will be answered within 48 hours. Students are required to activate and maintain a Ryerson e-mail account. This shall be the official means by which you will receive university communications. Faculty will not respond to student enquiries from any other e-mail address. See Pol#157 found at <http://www.ryerson.ca/senate/policies/pol157.pdf> for further information on this issue.

Anti-requisite: FCD 540, RTA 906

CALENDAR COURSE DESCRIPTION

From the TMU (Ryerson) Course calendar

CRI 540 This course will be of interest to students who wish either to pursue a career in the Creative Industries or to advance their knowledge of strategic marketing in the context of a challenging, rapidly changing environment. It will examine the particular demands and techniques of marketing media products - films, TV shows, video games, books, magazines etc. - that are characterized by a short shelf life. The marketing of creative talent - the packaging and selling of celebrity artists - will be studied in the context of applicable consumption dynamics and changing global mechanisms for the promotion and distribution of creative goods.

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EVALUATION

The grade for this course is composed of the sum of the points received for each of the following components:

Type of Assessment	Group/Individual	Percent	Due Date
Quiz 1-3 (10% each)	Individual	30	Sept 27, Nov 4, & Nov 22
Individual component of 360 Marketing Plan	Individual	25	Oct 18
360 Marketing Plan	Group	30	Nov 15
Bromance Marketing Campaign	Individual	15	Nov 29
Bonus	Individual	2	Throughout
TOTAL		102	

DESCRIPTION OF ASSESSMENTS

Quizzes

There will be 3 quizzes throughout the semester, each worth 10% of your final grade. Each quiz will consist of multiple choice and/or true/false questions. Each quiz will be available on D2L for a 24-hour period, available at 12:01am and closing at 11:59pm. Depending on the technology available you will either see all the questions at once, or you will see one question at a time and be able to freely move throughout the quiz. Quizzes are “open book”.

Group Project – Individual Component - 360 Marketing Plan

You will submit one of the four following four components of the group project: Out-of-Home Traditional Marketing plan, Cultural Crowd plan, Social Media plan, or Brand Activation Experience. While this is an individual component, there will need to be co-ordination between the components.

Group Project - Group Component - 360 Marketing Plan

In groups of four, your team will create a 360-marketing plan for a creative property of your choice situated within the creative industries. Each project will consist of one Out-of-Home Traditional Marketing plan, Cultural Crowd Plan, Social Media Plan, and Brand Activation Experience. There will need to be cohesion throughout the submission, and additional work on top of the individual components will be required. You will be given class time to work in your groups.

Bromance Marketing Campaign

This is an individual assignment, where you will be tasked to develop a visual presentation of a bromance for a movie, tv series, or other scripted visual media, which will be presented as a conference-style poster in the last class of the semester. This project is expected to reflect your applied understanding of course theory, through both written and visual portions of the assignment.

More detailed information is available on D2L about each of the assessments.

BONUS

Student Research Pool Participation – Up to 2% Bonus

Students in select courses, including this class, are being given the opportunity to earn extra credit towards their final grade by participating in the *Student Research Pool*, as a research participant.

- Maximum of 2% BONUS, per semester
- Bonus can be applied to **one** (1) participating class, per semester
- The credit cannot be used to change a failing grade to a passing grade
- Bonus **cannot** be split across participating courses
- Credits earned above 2% **cannot** be carried forward to the following semester

To participate and earn the bonus you need to sign up for the research pool, creating an account at <https://trsm-ryerson.sona-systems.com>. If you already have an account, you do not need to create a new one, but should set the appropriate course for your bonus.

Studies are posted throughout the semester, and so you should check periodically to see what is available.

- Study length will range from 15 minutes to 2 hours.
- Researchers will post the credit value for each study, based on a scale of 0.25 credits per 15 minutes of study length. In other words, to earn the full 2% will take about 2 hours.
- Studies may occur online (you will need to complete the study by a certain date), or in-person, where you will need to arrive at a specified location and time.
 - Note: In-person studies **may** have higher credits per time block, at the discretion of the researcher.

If you have any questions or concerns, please contact Dr. Martin Pyle (mpyle@ryerson.ca).

TEACHING METHODS

Course materials will be presented through a live 3-hour lecture for 12 weeks in-person, in addition to weekly readings. Given the small class size and the importance of discussions in this upper year course, students are expected to make an active contribution to the learning atmosphere, and must come prepared to discuss the readings.

TEXTS AND READING LISTS

There is no textbook for this course.

See the Tentative Sequence and Schedule for details on course readings.

Course readings can be accessed via D2L--Resources--Library EReserves

TOPICS – TENTATIVE SEQUENCE AND SCHEDULE

Week	Week of	Topics	Readings	Assessments
1	Sep 5	Introduction, Motivation for the course, Strategy v. Tactics	Strategic marketing and marketing strategy: domain, definition, fundamental issues and foundational premises. Rajan Varadarajan. Journal of the Academy of Marketing Science, 2010	
2	Sep 12	Out-of-Home Advertising & Cultural Crowds	Branding in the Age of Social Media. Douglas Holt. Harvard Business Review, 2016	Groups Created
3	Sep 19	Brand Experience & Branding Concepts	The experience-economy revisited. Journal of Product & Brand Management. Chevtchouk et al., 2021. Sections 1, 5-7	
4	Sep 26	Social Media	Social Credibility: Trust Formation in Social Commerce. CAVUSOGLU & ATIK. JACR, 2021	Quiz #1 (10%) (Weeks 1-3)
5	Oct 3	Key Performance Indicators & Consumption Motivations	Possessions and the Extended Self. Journal of Consumer Research. Russell W. Belk, 1988	
	Oct 10	Reading Week		
6	Oct 17	Consumer Profiles and Journey's	From Browsing to Buying and Beyond: The Needs-Adaptive Shopper Journey Model. Lee et al., 2018. JACR	Individual Component (25%)
7	Oct 24	Guest Speaker Dr. Alex Blue McGill University	<p>"Hear What You Want": Sonic Politics, Blackness, and Racism-Canceling Headphones. Alex Blue V. Current Musicology, 2017</p> <p>Burlesquing Blackness: Racial Significations in Carnivals and the Carnavalesque on Colombia's Caribbean</p>	*This will be a Zoom Class, a link will be posted on D2L, and sent via e-mail. *

			Coast. Melissa M. Valle. Public Culture, 2019	
8	Oct 31	From Micro-celebrities to Megastars	‘We belong to something beautiful’: Julie Vu’s and Madeline Stuart’s use of minority identity as a popular feminist self-branding strategy on Instagram. Raun & Christensen-Strynø. Information, Communication & Society, 2021 ‘Assume the position: two queens stand before me’: RuPaul as ultimate queen. Collie & Commane. Celebrity Studies, 2020	Quiz #2 (10%) (Weeks 4-6)
9	Nov 7	Celebrity Bromances	Lam & Raphael. (2022). Bromance history, identifying traits and the markers of authenticity.	
10	Nov 14	Guest Speaker Anumeha Gokhale Fernwood Publishing	none	*This will be a Zoom Class, a link will be posted on D2L, and sent via e-mail. * Group Project (30%)
11	Nov 21	--Washing in the Creative Industries		Quiz #3 (10%) (Weeks 7-9)
12	Nov 28	In-Class Presentations	none	Bromance Marketing Campaign (15%)
	Dec 8 – Dec 19	FINAL EXAMINATION PERIOD– There is no final exam in this course.		

Handing in Papers, Late Policy & Other Relevant Information

- Academic Consideration (e.g., extended assignment deadlines, make-up assessments) may be requested on the basis of Extenuating Circumstances (such as health or compassion), and must be supported by a properly completed documentation such as a Ryerson University PDF file Student Health Certificate. Note: Part of the Ryerson University Student Health Certificate must be completed by a Regulated Health Professional (RHP). The instructor and/or the Teaching Department reserve the right to verify the authenticity of any health certificates submitted. Requests for Academic Consideration must be submitted to the teaching department for verification via the on-line ACR system within 72 hours of the missed deadline.
<https://www.ryerson.ca/senate/course-outline-policies/academic-consideration-health-policy-134-152/>
- COVID: Students who miss an assessment due to cold or flu-like symptoms, or self-isolation, are not required to provide a health certificate. Other absences must follow Senate Policy 167: Academic Consideration.

- Religious or cultural observations accommodations must be requested by the end of the second week of the term. <https://www.ryerson.ca/humanrights/religious-cultural-observances/>
- We expect that all communications by e-mail and in person between students, their colleagues, and instructors will be civil and professional as per *Senate Policy #61*.
- Assignments submitted late, without extension, will result in a penalty of (5% deducted per day, 10% for a weekend). Do not wait until the last moment to submit your paper. Allow for technical glitches. Missed presentations without permission will result in a 0;
- Students are required to retain a copy of all work undertaken as well as *all rough materials, references, sources, and notes* until the marked original has been returned.
- The professors reserve the right to modify the syllabus and assignments as required over the course of the term, but any changes will be discussed with the class prior to being implemented
- On occasion guest speakers may attend our class. Students should refrain from contacting these guests after the class, unless invited to do so.
- Unauthorized use of intellectual property of others, including your professors', for distribution, sale, or profit is expressly prohibited, in accordance with Policy 60 (Sections 2.8, 2.10). Intellectual property in this context includes, but is not limited to: slides, lecture notes, and presentation materials used in and out of class
- Students are invited to provide preferred personal pronouns in their Zoom name labels. In addition, students are welcome to use they/them in the singular form in their assignments as this aligns with APA guidelines
- Students are expected to show respect and to connect on time (***before*** 10 minutes after the hour).

Technology Statement

All devices should be on silent/mute. Computers and tablets should not be used to email or message during class. Students on Facebook or Youtube or texting distract not only themselves but also their colleagues.

No electronic recording of any segment of lectures / sessions without the express prior agreement of the instructor.

It is expected that assistive technologies as detailed in Ryerson Senate Policy 159 (Academic Accommodation of Students) are to be used in keeping with this technology statement.

This course is conducted in accordance with all relevant University academic policies and procedures and students are expected to familiarize themselves with them and adhere to them. Students should refer online to for specific information with respect to the following policies:

- [Policy #60](#): Academic Integrity
- [Policy #61](#): Student Code of Non-Academic Conduct
- [Policy #135](#): Final Examinations
- [Policy #157](#): Ryerson's E-mail Accounts for Official Communication
- [Policy #159](#): Academic Accommodation of Students with Disabilities
- [Policy #166](#): Course Management
- [Policy #167: Academic Consideration](#)
- And all other course outline policies: <https://www.ryerson.ca/senate/course-outline-policies/>

Important Resources Available at TMU (Ryerson)

- [The Library](#) provides research workshops and individual assistance. If the University is open, there is a Research Help desk on the second floor of the library, or go to [Workshops](#).
- [Student Learning Support](#) offers group-based and individual help with writing, math, study skills, and transition support, as well as [resources and checklists to support students as online learners](#).

- You can submit an [Academic Consideration Request](#) when an extenuating circumstance has occurred that has significantly impacted your ability to fulfill an academic requirement. Visit the Senate website and select the blue radial button (top right hand side) entitled: Academic Consideration Request (ACR) to submit this request.
- Please note that the Interim Provost/ Vice President Academic and Dean's approved a COVID-19 statement for Fall 2020/Winter 2021 related to academic consideration. This statement has been built into the Online Academic Consideration System and is also on the Senate website (www.ryerson.ca/senate):

Policy 167: Academic Consideration for Fall 2020/Winter 2021 due to COVID-19: Students who miss an assessment due to cold or flu-like symptoms, or due to self-isolation, are currently not required to provide a health certificate. Other absences must follow Senate [Policy 167: Academic Consideration](#).

Also NOTE: Outside of COVID-19 symptoms, the new Policy 167: Academic Consideration does allow for a once per term academic consideration request without supporting documentation if the absence is less than 3 days in duration and is not for a final exam/final assessment. In both of those instances, documentation is required. For more information please see Senate [Policy 167: Academic Consideration](#).

- [Ryerson COVID-19 Information and Updates for Students](#) summarizes the variety of resources available to students during the pandemic.
- Familiarize yourself with the tools you will need to use for remote learning. The [Continuity of Learning Guide](#) for students includes guides to completing quizzes or exams in D2L or Respondus, using D2L Brightspace, joining online meetings or lectures, and collaborating with the Google Suite.
- Information on Copyright for [Faculty](#) and [students](#).
- At Ryerson, we recognize that things can come up throughout the term that student's ability to succeed in their coursework. These circumstances are outside of one's control and can have a serious impact on physical and mental well-being. Seeking help can be a challenge, especially in those times of crisis. Below are resources we encourage all Ryerson community members to access to ensure support is reachable. <https://www.ryerson.ca/mental-health-wellbeing>

If support is needed immediately, you can access these outside resources at anytime:

Distress Line — 24/7 line for if you are in crisis, feeling suicidal or in need of emotional support (phone: 416–408–4357); Good2Talk- 24/7 hour line for postsecondary students (phone: 1-866-925-5454)

- For more information on Creative Industries Academic Policies & Procedures and links to resources, please see: <https://www.ryerson.ca/creativeindustries/academic-advising/>

<i>Definition</i>	<i>Letter Grade</i>	<i>Grade Point</i>	<i>Conversion Range</i>
Excellent	A+	4.33	90-100
	A	4.00	85-89
	A-	3.67	80-84
Good	B+	3.33	77-79
	B	3.00	73-76
	B-	2.67	70-72
Satisfactory	C+	2.33	67-69
	C	2.00	63-66
	C-	1.67	60-62
Marginal	D+	1.33	57-59

	D	1.00	53-56
	D-	0.67	50-52
Unsatisfactory	F	0.00	0-49