

SYLLABUS

Name of the course:	Cultural Industries and Global Markets			
Teacher:	Elisa Salvador			
University / organisation:	University of Turin			
Language of teaching:	English			
ECTS:	6			
Semester (S1, S2, S3 or S4):	<input type="checkbox"/> S1	<input checked="" type="checkbox"/> S2	<input type="checkbox"/> S3	<input type="checkbox"/> S4
Teaching method(s):	<input checked="" type="checkbox"/> Lecture courses		<input checked="" type="checkbox"/> Flipped classroom	
	Other:			
Type(s) of evaluation:	<input checked="" type="checkbox"/> Sitting exam		<input type="checkbox"/> Written report	
	<input type="checkbox"/> Oral defence		<input checked="" type="checkbox"/> Group project	
	Other / comments:		Students, on a voluntary basis, may integrate the final examination by a group work participating at a blogging activity. In this case, the students are expected to write a short essay applying the concepts and analytical tools learned in class. This activity will provide a maximum of 4 points to be added to the written examination mark.	
Expected deadline(s) for the evaluation(s)	June July 2025			
Expected date of final results:	June July 2025			
Summary of the content:	<p>The aim of the course is to provide the tools for the economic analysis, both theoretical and applied, of cultural sectors and markets of cultural products and services. The course aims also at providing the analytical tools to study and compare the development of cultural and creative industries in global markets.</p> <p>At the end of the course the student is expected to have acquired knowledge related to:</p> <ul style="list-style-type: none"> The economic characteristics of cultural goods and services The evolution of markets for cultural products and the organization of creative industries the impact of Internet and digitization on the production, access and dissemination of cultural content the effect of globalization on cultural production. <p>At the end of the course the student is expected to have acquired skills in developing critical and autonomous analyses on the organization of production and the dynamics of demand of cultural products and activities</p>			
Indicative list of lectures:	<p>For an overview of the main topics covered during the course refer to the following texts:</p> <p>Caves, R.E. (2000). Creative industries: Contracts between art and commerce. Harvard University Press.</p> <p>Jones, C., Lorenzen, M., & Sapsed, J. (Eds.). (2015). The Oxford handbook of creative industries. OUP Oxford.</p> <p>UNESCO (2013). Creative Economy Report. Paris</p>			



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	Waldfoegel, J. (2019). Digital Renaissance: What data and economics tell us about the future of popular culture. Princeton University Press.
Short bibliography:	