

Swiftynomics 101 provides course content for advanced courses or students and includes materials for class activities on “theory of the firm” or “theories of discrimination,” can be found here:

<https://www.mistyheggeness.com/swiftynomics-101>

Basic Core Economic concepts can also be taught using the case study of Taylor Swift. See below links for materials that can be used in teaching or as resources for student projects.

TOPIC IDEAS:

1. Supply and Demand:

- a. Demand for Eras Tour tickets and merchandise were high throughout the tour. Long lines for online tickets were reported on intensely. Long lines for merchandise and food & beverage items specific to the tour created more demand than supply available at almost all stops along the tour.
- b. Resources:
 - i. <https://www.forbes.com/sites/rogerdooley/2024/07/17/taylor-swifts-record-breaking-tour-has-one-flaw-merch-issues/>
 - ii. <https://time.com/6307420/taylor-swift-eras-tour-money-economy/>
 - iii. <https://www.collinsandlacy.com/the-eras-effect-exploring-the-new-economic-realities-created-by-taylor-swifts-record-breaking-tour/>
 - iv. <https://www.econlib.org/ticketmaster-and-taylor-swift/>
 - v. <https://abcnews.go.com/GMA/Culture/ticketmaster-taylor-swifts-eras-tour-broke-ticket-sales/story?id=93497475>
 - vi. <https://people.com/taylor-swift-the-eras-tour-concert-film-everything-to-know-tickets-runtime-7964229#:~:text=Tickets%20for%20the%20film%20cost,and%20seniors%20on%20all%20screens>
 - vii. https://www.yahoo.com/entertainment/taylor-swift-eras-tour-movie-001610704.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guc e_referrer_sig=AQAAAF2iGTsjugpb6Wai5iJnoumppieRCLp9W8J36W-qkPoSql7XDO8vVBUGapkA7dmQh3qq6E6DD5VKBAF4s53WUU6b2IEf-BM9VuDi4nB8YkINM7zC-EoqtAIeK6kolbmoXmBjng0yiMs1EfkVNjI3flk1bYTfVGQp-iHKJphdr7F4

2. Monopolistic Behavior:

- a. Taylor Swift attempted to get tickets directly into the hands of her fans by offering a registration for verified pre-sale tickets that were sold two days before general sales was anticipated to start. The pre-sale experience was botched by Ticketmaster because of bots and a ferocious demand from Swift fans (3.5 million signed up for verified pre-sale tickets while only 1.5 million received a code with the other 2 million being put on a wait list). The experience was so terrible for fans that the U.S. Congress got involved, holding hearings on the Ticketmaster fiasco with The Eras Tour tickets and concerns about Ticketmaster being a monopoly on ticket sales.
- b. Resources:
 - i. <https://www.reuters.com/technology/us-congress-hold-hearing-ticketing-industry-ticketmaster-problems-selling-taylor-2022-11-22/>
 - ii. <https://www.newsweek.com/taylor-swift-eras-tour-ticketmaster-trouble-live-nation-lawsuit-1903869>

- iii. <https://www.forbes.com/sites/caileygleeson/2024/05/23/doj-sues-ticketmaster-owner-live-nation/>
- iv. <https://www.ropesgray.com/en/insights/viewpoints/102i70y/trainee-insights-taylor-swift-fans-look-to-antitrust-to-fill-the-blank-space>
- v. <https://www.cbsnews.com/news/taylor-swift-fans-and-congress-take-on-ticketmaster/>
- vi. <https://www.nbcnews.com/pop-culture/pop-culture-news/house-passes-ticket-act-effort-increase-transparency-pricing-rcna152554>

3. Price Setting:

- a. Taylor Swift uses unique price setting options for her merchandise and ticket sales. Her Taylor Swift Eras Tour movie tickets were priced at \$19.89 for adults and \$13.13 for children and the elderly. 1989 is the name of one of her albums and her birth year. Thirteen is her lucky number and her birth day. She prices The Eras Tour tickets in a range of \$99 to \$299 for verified pre-sale fans, resale of these tickets experienced a large increase into the thousands of dollars. The resale money originally went into the pockets of her fans who had purchased tickets via the verified presale, instead of into the pockets of companies with bots purchasing massive amounts of seats for profit.
- b. Resources:
 - i. <https://www.usatoday.com/story/entertainment/music/2023/08/03/taylor-swift-eras-tour-tickets-verified-fan-2024/70522793007/>
 - ii. <https://www.newsweek.com/taylor-swift-eras-tour-tickets-verified-fan-explained-1817323>
 - iii. <https://people.com/music/taylor-swift-eras-tour-ticketmaster-timeline/>

4. Women and Economics:

- a. Taylor Swift's songs are all written from the perspective of women as economic agents with desires, hopes, and dreams. In one of her latest songs ("I Can Do It with A Broken Heart") on *The Tortured Poets Society*, she ends it a line that says, "try and come for my job," again reinforcing the idea that she sees her role as an entertainer as a job. Taylor writes songs like "The Man" from her album *Lover* or "Mad Woman" from her album *Folklore*.
- b. Resources:
 - i. <https://msmagazine.com/2024/04/26/taylor-swift-success-women/>
 - ii. <https://www.cNBC.com/2024/04/25/taylor-swift-tortured-poets-department-lyric-hits-with-working-women.html>
 - iii. <https://www.cNBC.com/2024/10/04/taylor-swift-and-tradwives-gender-inequality-flagged-in-pop-culture.html>
 - iv. <https://musicanddance.uoregon.edu/TaylorSwift>
 - v.

5. Economic Development and Local Economies:

- a. Throughout The Eras Tour, news media reported on the accelerated spending on hotels, restaurants, and even craft stores (friendship bracelet making materials) as the tour swept through town. This provides a great opportunity to discuss local economic and community development. Mastercard even created an interact page of credit card use in cities during the tour (link below), which could be used for a class project. Taylor Swift also gave to local charities along the tour, another short-term economic boost and topic for class discussions (links below).
- b. Resources:
 - i. <https://www.mastercardservices.com/en/industries/travel/insights/eventful-economy-swift-lift>
 - ii. <https://www.washingtonpost.com/business/2023/10/13/taylor-swift-eras-tour-money-jobs/>

- iii. <https://camoinassociates.com/resources/understanding-the-economic-impact-of-the-eras-tour/>
- iv. <https://www.inc.com/rebecca-deczynski/inside-taylor-swift-effect-how-small-businesses-are-keeping-up-with-swifties-need-to-shimmer.html>
- v. <https://www.morningstar.com/news/marketwatch/20241209669/heres-how-many-billions-of-dollars-taylor-swift-fans-spent-on-her-eras-tour>
- vi. <https://www.billboard.com/lists/taylor-swifts-charity-donations-gifts-timeline/>
- vii. <https://www.newsweek.com/taylor-swift-charity-donations-2024-hurricane-milton-helene-food-banks-1967664>

6. Marketing:

- a. Taylor Swift is known for symbolism and playing to her fan base. She hides “easter eggs” throughout her songs and media releases. She uses lots of symbols like the number 13 (her lucky number and day of her birth) and 1989 (the year of her birth). All these tactics have played well with Swifties, generating excitement, engagement, and increased sales.
- b. Resources:
 - i. https://www.yahoo.com/entertainment/taylor-swift-eras-tour-movie-001610704.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guc_e_referrer_sig=AQAAAF2iGTsjugpb6Wai5iJnoumppieRCLp9W8J36W-qkPoSgL7XDO8vVBUGapkA7dmQh3qg6E6DD5VKBAF4s53WUU6b2IEf-BM9VuDi4nB8YkINM7zC-EoqtAIeK6kolbmoxmBjng0yiMs1EfkVNjI3flk1bYTfVGQp-iHKJphdr7F4
 - ii. https://www.cosmopolitan.com/entertainment/celebs/g45551106/taylor-swift-easter-eggs/?utm_source=google&utm_medium=cpc&utm_campaign=mgu_ga_cos_d_bm_prog_or_g_us_g45551106&gad_source=1&gclid=CjwKCAiAw5W-BhAhEiwApv4goKe1e9QcasgMUnhMDd35fOu_icA4BE6XiELYhy01LdNQAonL3nNsoxoCo2YQAvD_BwE
 - iii. <https://www.marieclaire.com/culture/music/best-taylor-swift-easter-eggs/>
 - iv. <https://www.tiktok.com/@ellendegeneres/video/7314391136888638766?lang=en>
 - v. <https://www.buzzfeed.com/marissa-higgins/taylor-swifts-eras-tour-easter-eggs>