

**ECON#164/364, LWS#494, PUAD#494**

*This Spring 2026...*

# **SWIFTYNOMICS**

**w/ Misty Heggeness**

**Associate Professor of Public Affairs & Administration and  
Associate Research Scientist, Institute for Policy & Social Research**

**Class#56498 | Tu/Th 9:30 am – 10:45 am | Strong Hall 330 | 3 credit hrs**

What do you know about the economics of Taylor Swift? In this course, we will apply basic economic concepts to pop culture. You will learn about the impact of restricting the supply of merch on consumer demand, the monopolistic behaviors of on-line ticket vendors (and the power of bots), and how entertainers drive economic development through their fan base. You will leave with a better understanding of the historical arc of women's economic power within our economy – all to the tune of your favorite Taylor Swift album!

***P.S. This course counts as an elective for ECON majors.***



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