



Course Description

FIL2611 | Film Business Marketing Distribution Exhibition | 3.00 credits

Examination of the functional areas within marketing as well as the various distribution means (both current and projected) that are governing the sale of independent feature films or films financed outside of the studio system. Students learn to distribute their own selected films in this course. Prerequisite: FIL1431

Course Competencies:

Competency 1: The student will comprehend industry standard practices in setting up a professional film production by:

1. Analyzing the process of intellectual property acquisition
2. Analyzing relevant financial strategies for motion picture production
3. Analyzing negotiation strategies and practices for production
4. Applying financial and negotiation strategies through class assignments

Competency 2: The student will understand the contributing factors involved in film marketing by:

1. Identifying cost effective marketing strategies for successful productions
2. Analyzing the factors for positioning a film in the marketplace
3. Developing a marketing plan for a target audience

Competency 3: The student will comprehend successful film distribution strategies by:

1. Identifying cost effective factors in film distribution strategies
2. Analyzing various distribution models and media
3. Creating a distribution plan for a film release

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate an appreciation for aesthetics and creative activities