FIL2611 Film Business, Marketing, Distribution & Exhibition

**Course Description:** An introduction to the business of film. Students will learn about motion picture packaging, production, marketing and distribution. (3 hr. lecture)

<table>
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<tr>
<th>Course Competency</th>
<th>Learning Outcomes</th>
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| **Competency 1:** The student will comprehend industry standard practices in setting up a professional film production by: | 1. Communication  
2. Numbers / Data  
3. Critical thinking  
4. Information Literacy |
| 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: | 3. Critical thinking  
4. Information Literacy |
| 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: | 3. Critical thinking  
4. Information Literacy |
| 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 |  |