



Course Description

FIL3651 | Business Proposals for Film & Television | 3.00 credits

In this upper division course for BAS students in Film, Television & Digital Production students will learn the theory and practice of business plans/grant proposals in media production funding. Prerequisites: FIL2611, MMC2000

Course Competencies:

Competency 1: The student will develop a media project proposal by:

1. Analyzing goals and objectives
2. Identifying fundamental components of a proposal
3. Identifying various professional business structures
4. Developing a company profile
5. Developing a project profile
6. Developing a sales pitch to investors

Competency 2: The student will understand current financing and distribution trends across all media platforms by:

1. Identifying methods of media distribution
2. Identifying practices used by various media platforms
3. Identifying analytical measurement tools for various media platforms
4. Analyzing financing and distribution case studies
5. Developing an industry analysis for a project

Competency 3: The student will develop a viable marketing and distribution plan for a media project by:

1. Identifying industry trends across all media platforms
2. Determining a market segment for a media project
3. Analyzing marketing and distribution case studies
4. Analyzing market research
5. Creating a comparative analysis for a media project

Competency 4: The student will develop a funding strategy for a media project by:

1. Identifying basic funding and revenue structures
2. Recommending available funding sources
3. Identifying funding criteria
4. Modifying a project proposal to match funding criteria

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Use quantitative analytical skills to evaluate and process numerical data
- Solve problems using critical and creative thinking and scientific reasoning
- Demonstrate an appreciation for aesthetics and creative activities