

BADF06I

MARKETING AND DISTRIBUTION IN CONTEXT

Level: 5

Credit Value: 30

Pre-Requisites: NONE

Module Description

The module is designed to introduce and cultivate an awareness of the roles played by marketing and distribution within the commercial film sector, specifically in the UK but also internationally with emphasis on the Hollywood model and on how the independents survive and flourish within this environment. Contextual analysis will examine the emergence of video in the late 1970s and its effect on cinema-going in the 1980s and beyond. Similarly the emergence of satellite television, the internet and social media in the 1990s and 2000s has had a profound effect on how films are marketed and distributed across the globe. Film makers must be aware of the commercial potential of their projects. This requires a sophisticated understanding of how best to reach the target audience in a world where technology is advancing relentlessly and viewing habits are changing. The module also serves as an introduction to the necessary academic skills required for Higher Education. Methods of academic research, analysis, writing and presentation will be introduced and applied.

Learning Outcomes

On completion of this module, students will be able to:

1. Research and analyse changes in film marketing and distribution from the mid 1970s to the present day enabling an understanding of constants and variables and providing a clear view of how to exploit the commercial potential of films in a variety of markets including the UK and the US and one other foreign territory of the student's choice.
2. Understand distribution in the context of film markets and the independent film maker.
3. Select key contemporary marketing campaigns and release strategies using critical and analytical skills to demonstrate a clear understanding of the development of marketing and distribution in the film industry.
4. Present accurately referenced research from a variety of secondary sources utilising presentation skills to effectively communicate a comprehensive understanding of marketing and distribution in the film sector from the 1970s to the present day.
5. Contextualise past and present film marketing campaigns and release patterns/strategies taking into account the effect on viewing habits initiated by the growing influence of social media, the internet, diverse consumer options and cultural and technological changes.

Indicative Content

- Study of significant developments in film marketing and distribution from the 1970s to the present day with specific emphasis on the UK, the US and one other territory with reference to the emergence of video, the multiplex, satellite television, the internet, social media, cultural mores and technological innovations.
- Understanding distribution by preparing a case study based upon a UK independent film that achieved a cinema release.
- Study of key marketing campaigns and release strategies comparatively applied to studio pictures and independent releases in the modern era (since 2000).
- The effect on viewing habits caused by the intervention of social media, the emergence of the internet, cultural changes and the advancement of technology.
- Development of study, academic and presentational skills including research, referencing and audio-visual presentation of work.

Learning & Teaching Strategies

This module will be delivered through lectures, seminars and tutorials. Outside speakers will be invited to speak on issues such as changes in marketing strategies and tactics, diverse release platforms (distribution), the role of the independent film maker and technology and the future. Field trips will be arranged to visit working studios, cinema projection rooms and film media related archives. Youtube tutorials and online references will also be employed alongside access to the BFI archives and POP (point of purchase) manufacturers. Students will be encouraged to engage in their own negotiated areas of research. Presentation of research and critical study will be in the form of an initial research proposal and a critical discussion and evaluation presented via an audio-visual production, utilising technical skills gained in production units.

Assessment

| Hand-in | Aggregate (Yes/No) | Semester Due |
|--|--------------------|--------------|
| Proposal, 1200 words (30%) LO1, LO4, LO5 | Yes | Sem 2, Mid |
| Video Presentation, 10-12 minutes (70%) LO1, LO2, LO3, LO4, LO5 | Yes | Sem 2, End |

Specific Learning Resources

- Lecture Theatre or Classroom with Multimedia Facilities including Blu-Ray and Surround Sound (5.1 or similar)
- Large screen for projection (e.g. Lecture Theatre)
- CD/DVD resources (shown in lectures and/or available on loan from University of Essex and Colchester Institute Libraries)
- Reference books and journals (available on loan from University of Essex and Colchester Institute Libraries)

Reference List

Highly Recommended

- Harris, C. (2017) *Jaws in Space: Powerful Pitching for Film & TV Screenwriters*. UK, Creative Essentials
- Mingant, N and Tirtaine, C. (2015) *Film Marketing into the Twenty-First Century*, Palgrave Macmillan.
- Parks, S. (2012) *The Insider's Guide to Independent Film Distribution*, Focal Press
- Reiss, J. (2011) *Think Outside the Box Office: The Ultimate Guide to Film Distribution and Marketing for the Digital Era, Hybrid Cinema*

Recommended

- Goldman, W. (1996) *Adventures In The Screen Trade: A Personal View of Hollywood*, Abacus
- Nikolic, V. (2016) *Independent Filmmaking and Digital Convergence: Transmedia and Beyond*. Abingdon, Focal Press.
- Squire, J. (2016) *The Movie Business Book*, 4th ed. California, Focal Press.

Online Journals / Websites

- <http://www.shericandler.com/2013/01/14/check-list-to-prepare-for-marketing-and-distribution-of-your-independent-film/>
- http://www.allposters.co.uk/-st/Movie-Posters_c101_.htm
- <http://www.screendaily.com/>
- <http://www.launchingfilms.com/this-weeks-releases>
- http://www.launchingfilms.com/assets/FDA_Guide_to_UK_Film_DistributionMain.pdf
- <http://www.bfi.org.uk/supporting-uk-film/distribution-exhibition-funding>
- <http://variety.com/>