

THE BUSINESS OF MOTION PICTURES
Syllabus

Spring 2011, Thursdays 6-9 pm, Room 511 Dodge Hall

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 office hours: (available before class or at other times by appointment)

Class #	Date	Subject of Session
1	1/20	Screening of "Independent's Day"
2	1/27	Introduction, The Rapidly Changing Marketplace <u>Readings:</u> Squire, pages 332-359, 498-529 Anderson, Chapters 1-4 Reiss, pages 21-22, 29-59
3	2/3	The Traditional Theatrical Model <u>Readings:</u> Squire, pages 362-406 Marich, Chapters 7,8,12 Reiss, Pages 75-92
4	2/10	Publicity & Promotion <u>Readings:</u> Squire, pages 282-330 Marich, Chapters 4,5,6 Reiss, pages 93-126, 213-241
5	2/17	Advertising & Media Buying <u>Readings:</u> Marich, Chapters 1,3
6	2/24	MEETINGS RE: PROJECTS
7	3/3	Ancillary Markets <u>Readings:</u> Squire, pages 408-444 Reiss, pages 283-329
8	3/10	Alternative Distribution Models <u>Readings:</u> Marich, Chapters 10 Anderson, Chapters 5-9 Reiss, pages 133-211, 243-249
*	3/17	NO CLASS: SPRING BREAK
9	3/24	The DIY Model/Transmedia <u>Readings:</u> Anderson, Chapters 10-Coda Kirsner, pages 1-56 Reiss, pages 127-131, 251-281
10	3/31	Market Research, MPAA, Awards <u>Readings:</u> Marich, Chapter 2, 11
11	4/7	Financing 101, The Independent Model <u>Readings:</u> Squire, 184-229

12	4/14	Working With the Studios (PROJECTS DUE TODAY) <u>Readings:</u> Squire, pages 148-173 Marich, Chapter 9
13	4/21	Foreign Markets <u>Readings:</u> Squire, pages 458-496 Reiss, pages 331-341
14	4/28	Wrap Up, Non Theatrical Markets & <u>FINAL EXAM</u> <u>Readings:</u> Reiss, pages 343-349
15	5/5	Possible makeup session – KEEP THIS DATE AVAILABLE

Course Requirements:

You must complete both the final project and exam in order to get credit for the course.

Exam: Final Exam will be given in class on 4/28 (or 5/5) at 7:00 pm. Exam includes both multiple choice and essay questions, based on class material. The exam will NOT be given at any other time! It is NOT an open book exam.

Project: The class will be split up into groups of 5 or 6 people. Each group will be assigned to a film that is screening at the upcoming Tribeca Film Festival, and become part of the marketing team for that film. The filmmakers will screen the film for the group, and strategize about what goals they have at the festival. A marketing plan will be written up by the group, and implemented by the group in the weeks leading up to the festival, under the direction of the filmmakers they are working with.

Marketing plans should include specific ideas for who the target audience is, how to sell the film to them, traditional or non-traditional release patterns, publicity and promotion angles, etc. Each person in the group should contribute part of the plan, as if they are the head of one of the departments in a distribution company (publicity, promotion, sales, advertising, media buying), and where there is an introductory section setting forth the general strategy for the entire group (this can be written by the 6th person). Department strategies should reinforce the general strategy, meaning that groups have to be coordinated, and strategies discussed out. You should put your name on your particular section of the project.

Projects should be at least 10 pages in length, and as long as necessary to complete your ideas. They will be judged mainly on comprehension of the material covered in class, but as it relates to the particular film you are writing about, NOT A REHASH OF YOUR CLASS NOTES! This is a process of selecting among available options, NOT A LIST OF EVERYTHING WE'VE DISCUSSED. Final project is due in class on 4/14.

Grading:

Grades will be Pass or Fail for Arts students and letter grades for those from other schools. Incompletes and CPs will not be given except under dire circumstances.

Required Reading:

"The Movie Business Book," Third Edition, edited by Jason E. Squire

"Marketing to Moviegoers: A Handbook of Strategies Used by Major Studios and Independents" by Robert Marich

"The Long Tail" by Chris Anderson

"Fans, Friends and Followers" by Scott Kirsner

"Think Outside the Box Office" by Jon Reiss

Bill Stoller's Publicity Insider: <http://www.publicityinsider.com/freesecret.asp>

Weekly and/or Daily Variety available on most newsstands, by home delivery or on the web