



**Asignatura: Film and TV Marketing (Fcom-Op)**

*Guía Docente*

*Curso académico: 2020-21*

**Introduction**

<http://www.unav.edu/asignatura/filmanamarketing/>

**Film and TV Marketing (Fcom-Op)**

Type of course:	Elective course
Degree:	Audiovisual Communication, Journalism & Marketing
ECTS:	3
Year:	3rd & 4th
Semester:	1st
Lecture schedule:	Friday, 12:00-15:00 (6 weeks), room 2 (School of Communication). Only those students with attendance exemption can follow the classes through Zoom. Check the <a href="#">course schedule</a>
Instructors:	Guillermo Velasco (Big Bang Box, profesor invitado), Joaquín Rodríguez Moldenhauer (Atresmedia, invitado) & Dr. <a href="#">Enrique Guerrero</a> (Profesor Titular de Universidad)
Module:	VII. Elective courses (optativas)
Department:	Film, TV & Digital Media
Web:	<a href="http://www.unav.es/asignatura/filmanamarketing/">http://www.unav.es/asignatura/filmanamarketing/</a>
Language:	English
Description:	Course about designing multi-platform marketing campaigns to market and release films and television shows
Type of course:	Elective course

**Course competences**

- To learn the main marketing strategies
- To analyze the audiovisual market trends
- To use market research tools
- To understand the nature of audiovisual contents as products
- To design audiovisual marketing campaigns for films and TV shows

**Degree competences**

- CEO4 Being familiar with and applying marketing and media-planning tools.



- CEO15 Identifying and applying the elements specific to audiovisual production in the different phases of the audiovisual content production process.
- CG4 - Applying the technical, technological and professional knowledge necessary to develop audiovisual material.
- CG5 - Engaging in responsible decision making and problem solving by applying teamwork and leadership skills.
- CE10 - Being familiar with the fundamentals of managing audiovisual companies (production, distribution and exhibition/broadcasting).
- CE11 - Analyzing audiovisual formats within the context of audiovisual communication's structure and markets.
- CE12 - Knowing the main strategies employed in scheduling audiovisual content.
- CE17 - Devising and participating in collaborative audiovisual projects.

## **Program**

### **TELEVISION MARKETING**

Marketing campaigns are essential for the success of a TV show. In this course, you will learn to produce persuasive promotional teasers as part of effective marketing campaigns.

#### **1. TV MARKETING CAMPAIGNS: RELEASING TV SHOWS**

- 1.1. The Marketing department in a television company
- 1.2. The brand
- 1.3. The brief
- 1.4. Promotional campaigns: tools and creativity

### **FILM MARKETING**

Film marketers are key to the success of a movie. They design 360<sup>a</sup> strategies for how with one aim: “butts on seats”. In this complex and quickly changing landscape, this course will guide you through the main aspects of marketing and releasing a movie.

The course will start with a blockbuster movie screening with a real “hands on” work approach through a complete marketing plan:

- Positioning.
- Strategy and target definition.
- Creative: the message and the key materials (trailer, TV spots, online).
- The “flight plan”: advertising, publicity and promotions (the P&A Budget).

Students will also get a sense of industry facts and key data.

#### **1. LAUNCHING A MOVIE: THE COMPLETE MARKETING AND RELEASE STRATEGY FOR A BLOCKBUSTER MOVIE**

- 1.1. Positioning



- 1.2. Release strategy
- 1.3. Advertising & PR: Planning and flight plan
- 1.4. Materials and examples
- 2. "THE GOLDEN TRIANGLE" OF FILM INDUSTRY AND ITS KEY PLAYERS
  - 2.1. Producers/production companies
  - 2.2. Distribution (local/global)
  - 2.3. Exhibitors
  - 2.4. The market: trends and key data
- 3. THE AUDIOVISUAL PRODUCT
  - 3.1. Characteristics
  - 3.2. The window system
  - 3.3. Genre and spectators
  - 3.4 Research and tools
  - 3.5. Creative "input" on key materials and examples
- 4. STRATEGIC KEYS OF THE MOVIE BUSINESS
  - 4.1. Rights acquisition
  - 4.2. Agreements
  - 4.3. Industry events and markets
- 5. FINAL MARKETING PLAN
  - 5.1. Positioning and target definition
  - 5.2. Marketing plan: advertising, publicity and promotions
  - 5.3. Release strategy: dates, circuits, estimates
  - 5.4 P&A budget

## **Educational Activities**

### **TV MARKETING: 16.5 HOURS**

**Classroom activities (3 hours):** Lectures.

The attendance is mandatory. Only those students with attendance exemption can follow the classes through Zoom.



**Personal work in groups (11 hours): Promotional campaign** for the release of a TV show.

-Visual dossier explaining the concept and key elements of the campaign (claim, positioning, target, etcetera) (3-4 pages document).

-Teaser: the most representative teaser produced for the campaign (30"-1').

-Video presentation explaining the TV campaign (3 minutes).

**Personal study (2 hours): Students should conduct personal study using the professor's notes, notes taken in lectures and any kind of material provided.**

**Online tutorial (0.5 hour)**

## **FILM MARKETING: 57.5 HOURS**

**Classroom activities (12 hours):** Lectures will start reviewing a movie marketing plan. From there, we will work on several movie examples to learn and build all the elements of a marketing and release plan for a cinema movie.

The attendance is mandatory. Only those students with attendance exemption can follow the classes through Zoom.

**Online lectures (2 hours)**

**Personal work (18 hours):**

-To watch a movie.

-To research and to write an essay on the topic "Positioning".

-To research and to write an essay on the topic "Advertising & Publicity Plan".

**Personal study (25 hours):** Students should conduct personal study using the professor's notes, notes taken in lectures and any kind of material provided. This personal study is mandatory and will be based on weekly movie releases and its release strategies.

**Online tutorial (0.5 hour)**

## **FILM & TV MARKETING: 1 HOUR**

**Final Exam (1 hour):** final exam covering the whole FILM & TV MARKETING course.

## **Assessment**

**Students whose final grade is 5 points or more will pass the course.**

-TV promotional campaign (including dossier, teaser and video presentation): 2 points

-Film MK Essay 1 (positioning): 1 point

-Film MK Essay 2 (advertising and publicity plan): 2 points

-Final Exam: 5 points. The exam consists of a test with limited time (20 questions: 18 questions for Film marketing and 2 questions for TV marketing).

**Special assessment in June**



-Report analysing a real TV promotional campaign (concept, claim, target, etcetera): 2 points

-Film MK Essay 1 (positioning): 1 point

-Film MK Essay 2 (advertising and publicity plan): 2 points

-Final Exam: 5 points. The exam consists of a test with limited time (20 questions: 18 questions for Film marketing and 2 questions for TV marketing).

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The School of Communication advocates the ethical use of documentary sources and ICT resources.

For this reason, any and all forms of plagiarism are completely unacceptable in this subject. Plagiarism will be penalized across all tasks: projects, exercises and examinations. Plagiarism is defined as the whole or partial use of textual, graphic and/or audiovisual contents produced by a third party without crediting the original author(s).

Likewise, any form of fraud, deception, pretense or falsification aimed at improving one's academic results by illicit means will be penalized.

Correct spelling and grammatical accuracy are to be observed in all written tasks and examinations. The evaluation of such activities take these requirements into account.

Academic projects that draw on books, articles, films, websites and/or any other documentary sources should include a complete list of works cited. The [style guide of the American Psychological Association \(APA\)](#) is to be followed in this regard.

## **Bibliography & resources**

### **FILM MARKETING**

- Film Marketing, Finula Kerrigan
- The Complete independent Movie Marketing, Mark Steven Bosko
- Marketing to Moviegoers: A Handbook of Strategies and Tactics, Robert Marich
- Movie Marketing: Opening the Picture and Giving It Legs, Tiiu Lukk

### **TV MARKETING**

- Marketing en televisión, Antonio Baraybar Fernández
- Media promotion and marketing for broadcasting, cable, and the Internet, Susan Tyler Eastman, Douglas A. Ferguson, Robert A. Klein
- Prime Time: Network television programming, Richard A. Blum, Richard D. Lindheim
- Promotion: Autopromociones televisivas en Espana. Javier Perez Sanchez. Ed. Eunsa

### **FILM & TV MARKETING**

- Advertising: El libro rojo de la publicidad. Luis Bassat. Ed. Debolsillo
- Narrative: Los tres usos del cuchillo. David Mamet. Ed. Alba Editorial
- Music: Como escuchar la musica. Aaron Copland. Ed. Fondo de Cultura Economico
- Image: El cine segun Hitchcock. Francois Truffaut. Ed. Alianza Editorial
- Editing: En el momento del parpadeo. Walter Murch. Ed. Ocho y MedioCreativity: Creatividad S.A. Ed Catmull. Ed. Conecta

### **Webs**



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- [www.mpaa.org](http://www.mpaa.org)
- [www.boxoffice.com](http://www.boxoffice.com)
- [www.boxofficeguru.com](http://www.boxofficeguru.com)
- [www.imdb.com](http://www.imdb.com)
- [www.mcu.es](http://www.mcu.es)
- [www.miptrends.com](http://www.miptrends.com)
- [www.fapae.com](http://www.fapae.com)
- [www.the-numbers.com](http://www.the-numbers.com)
- [www.ediflash.com](http://www.ediflash.com)
- [www.fotogramas.net](http://www.fotogramas.net)
- [www.formulatv.com](http://www.formulatv.com)
- [www.vertele.com](http://www.vertele.com)
- [www.kantarmedia.es](http://www.kantarmedia.es)
- [www.ymedia.es](http://www.ymedia.es)
- <http://www.aedemotv.com/>
- <http://www.unav.edu/web/biblioteca>

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## **Office hours**

Enrique Guerrero ([eguerrero@unav.es](mailto:eguerrero@unav.es), @jkikegp): Tuesday (12:00-13:00 & 15:30-17:30). Office 2601 (Ismael Sánchez Bella Building). Please, write an e-mail in order to book an appointment.

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