

EMT PROGRAM

MKTG-UB 22-001/002 MOVIE MARKETING

Session 01: Tuesday, 4:55pm–6:10 PM, Classroom T-UC04

Session 02: Tuesday, 6:30pm–7:45 PM, Classroom T-UC04

Fall 2018

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INTRODUCTION

Movie marketing is a fast paced, highly interactive course designed to give students a basic overview and understanding of all aspects of a domestic movie marketing campaign, focusing on business decisions with the goal of developing a competitive advantage for a film's theatrical life and beyond. The course will examine a range of movies, from low-budget independent to tent pole film franchises, and explore concepts, processes and different strategic approaches used by today's distributors.

OBJECTIVE

- To garner an understanding of the concepts that drive movie marketing
- To provide an analytical framework for selecting a production, developing a distribution strategy and choosing the best marketing media
- To introduce and develop the marketing concepts instrumental to a film's lifespan
- To provide an open forum for students to discuss current film campaigns, exercise their evaluation techniques and identify both problems and opportunities in the marketplace

The focus will be on solving marketing problems by using today's available resources, both traditional and emerging. The class will rely on lectures, case studies, guest speakers and heavy classroom discussion to dissect current and past campaigns. Enthusiasm for both film and marketing is a must.

GRADING

At NYU Stern, we strive to create courses that challenge students intellectually and that meet the Stern standards of academic excellence. To ensure fairness and clarity of grading, the Stern faculty have agreed that for elective courses the individual instructor or department is responsible for determining reasonable grading guidelines.

Our class will use the following assignments to calculate your final grade:

Individual Assignments / Exam	50%
Group projects	30%
Class preparation, participation and attendance.....	20%

Additionally, no more than 45% of the class will receive an "A" or "A-."

INSTRUCTOR POLICIES

Students are expected to attend each class as well as participate and drive discussion.

Absences and tardiness will have a direct reflection on a low class participating grade.

Absences will only be excused in the case of documented illness (with a doctor's recommendation to miss class), family emergency, religious observance, or civic obligation. Recruiting activities and business trips are not acceptable reasons for absence from class.

Assignments are due at the beginning of class; unexcused lateness will have an adverse effect on your grade.

Laptops, mobile phones, recorders and other electronic devices may not be used in class.

ACADEMIC INTEGRITY

Integrity is critical to the learning process and to all that we do here at NYU Stern. As members of our community, all students agree to abide by the NYU Stern Student Code of Conduct, which includes a commitment to:

- Exercise integrity in all aspects of one's academic work including, but not limited to, the preparation and completion of exams, papers and all other course requirements by not engaging in any method or means that provides an unfair advantage.
- Clearly acknowledge the work and efforts of others when submitting written work as one's own. Ideas, data, direct quotations (which should be designated with quotation marks), paraphrasing, creative expression, or any other incorporation of the work of others should be fully referenced.
- Refrain from behaving in ways that knowingly support, assist, or in any way attempt to enable another person to engage in any violation of the Code of Conduct. Our support also includes reporting any observed violations of this Code of Conduct or other School and University policies that are deemed to adversely affect the NYU Stern community.

The entire [Stern Student Code of Conduct](#) applies to all students enrolled in Stern courses.

To help ensure the integrity of our learning community, prose assignments you submit to Classes will be submitted to Turnitin. Turnitin will compare your submission to a database of prior submissions to Turnitin, current and archived Web pages, periodicals, journals, and publications. Additionally, your document will become part of the Turnitin database.

GENERAL CONDUCT & BEHAVIOR

Students are also expected to maintain and abide by the highest standards of professional conduct and behavior. Please familiarize yourself with [Stern's Policy in Regard to In-Class Behavior & Expectations](#) and the [NYU Disruptive Behavior Policy](#).

CLASS PARTICIPATION

Like marketing itself, some of the best ideas are generating by brainstorming and group discussion. Therefore, it is essential that you come to class fully prepared with having read the assignment as well as having a handle on the latest industry news (see below).

Your grade will be determined based on the quality of your interaction and will be measured against the following criteria: Preparation, insights, extent of knowledge, and ability to drive / build on discussions.

READING

In addition to assigned articles, it is imperative that you have a familiarity and understanding of the latest industry news. An easy way to do this is to routinely check industry trade sights and blogs (Variety, Hollywood Reporter, Deadline Hollywood, etc.). Most lectures will begin with an interactive dialogue about that week's current events.

GROUP PROJECTS

Group work will be a major part of your grade. The idea of working in groups is to get you use to the team dynamics that are an important part of all movie (and general) marketing. The group project is designed to mimic actual movie studio workflow, whereas they all have individual components that will need to be merged seamlessly to reflect that it was one group that worked together. In other words, instead of completing your project with five people sitting together in front of a computer, the ideas should be generated from team meetings with the different parts of the project then being explored on a smaller group or individual basis. However, before turning in your group assignments, each section should be reviewed by all team members to ensure a unified voice and agreement in philosophy.

Each student will have the obligation to evaluate the other members of their group, as well as themselves at the end of the course.

COURSE SCHEDULE

Week 1 (September 4, 2018)

Key Topics:

- Introduction
- Curriculum review, course objectives and course project deliverables
- The verticals of the film industry
- Brief history of the film industry and film marketing

Week 2 (September 11, 2018)

Assignment

Come to class with a film or type of film that you are passionate about. We will use these to find individuals who share your interests to form a team with you.

Key Topics:

- Current players and trends in the film industry
 - Studio system vs. independents
 - Marketing considerations
- The marketer's toolbox
- Box office introduction
- Form project groups

September 18, 2018 – NO CLASS (Yom Kippur)

Week 3 (September 25, 2018)

Group project teams due

Key Topics:

- Understanding box office grosses and play out
- How to select the right project
- Understanding international box office potential
- Setting financial and creative goals

Week 4 (October 2, 2018)

Individual Assignment #1 due

Key Topics:

- Market sizing and movie going population
- Talent pedigree and marketability (using pop polls, etc.)
- Discuss group project and deliverables.

October 9, 2018 – NO CLASS (Legislative Day)

Week 5 (October 16, 2018)

Key Topics:

- Distribution
 - Understanding release dates and release patterns
 - In-theater distribution and box office settlements
 - Box office reporting
- Exhibition
 - Chains vs. Independents
 - Trailer placement
 - Exhibition revenue

Week 6 (October 23, 2018)

Key Topics:

- Positioning the film
- Target audience
- Using market research to gauge playability and understand your audience

Week 7 (October 30, 2018)

Group project Part 1 due

Key Topics:

- Media plan development
 - Understanding media terms and measurement
 - Media timeline
 - Introduction of media choices

Week 8 (November 6, 2018)

Key Topics:

- Media plan development (Continued)
 - Reading a media plan
 - Benefits/Challenges of major media: TV, Radio, Print, Online
 - Added value media assets
- Discuss final group project deliverables
- Exam review

Week 9 (November 13, 2018)

Exam

November 20, 2018 – TBD

Week 10 (November 27, 2018)

Key Topics:

- Introduction to the Creative Process
 - Creative material design, from script to screen
- Exam discussion

Week 11 (December 4, 2018)

Individual Assignment #2 due

Key Topics:

- The Creative Process (Continued)
 - TV Spots
 - Print / outdoor creative
 - Online creative
 - In theater advertising

Week 12 (December 11, 2018)

Group project Part 2 due December 14

Key Topics:

- Promotions
 - Media and Retail partners
 - Grassroots promotions
 - Product placement
- Publicity
 - National vs. regional
 - Film festivals