



ESCUELA UNIVERSITARIA
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RECOLETOS-22 MADRID



Universidad
Rey Juan Carlos

Distribution and marketing

COURSE GUIDE

BACHELOR'S IN FILMMAKING

Course data

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|-----------------|------------|
| <i>Duration</i> | Annual |
| <i>Credits</i> | 6 ECTS |
| <i>Modality</i> | In-person |
| <i>Language</i> | English |
| <i>Faculty</i> | Filmmaking |

Course presentation

A journey through the different phases of distribution of an audiovisual work, learning to develop strategies that deal with sales, marketing, communication, promotion and exhibition.

Student competencies

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| CG01 | Utilize different historical, sociologic, cultural and/or artistic sources in the creation of audiovisual projects. |
| CG03 | Know the codes of ethics and deontology applicable to the audiovisual industry. |
| CG04 | Know the various applications of the technological resources from the field of audiovisual creation. |
| CG06 | Communicate verbally or in writing the objectives and characteristics of an audiovisual piece, in Spanish and in a foreign language (level B2 MCERL). |
| CE02 | Understand the essentials and specificities of an audiovisual project in its different formats, genres and typologies |
| CE03 | Know the production workflows of the audiovisual industry. |
| CE06 | Know the different production models and their relationship to the demands of the audiovisual industry. |
| CE13 | Interpret texts and screenplays with special attention to all artistic, scenic or special elements related to production design. |

Learning outcomes

Upon completion of this course, each student must be able to:

1. Perform a strategic analysis of a film project (identify and analyze benchmarks, SWAT analysis, positioning, target audience).
2. Identify the promotion and marketing tools and their various uses and possibilities (PR, Social Media, Street Marketing, print and media advertising, grassroots marketing, etc.).
3. Know the different audience groups.
4. Develop a marketing strategy, using creative tools.
5. Design a distribution strategy, identifying possible sales agents, national and international film festivals and local distributors.
6. Develop a communications strategy.

7. Identify and be familiar with the various agents in the distribution and exhibition chain of an audiovisual product.
8. Design and plan marketing actions in the new scenarios of the industry and audiovisual sector.
9. Propose innovative solutions, using the tools of Design Thinking.

Teaching methodology

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|------------|---|
| <i>MD1</i> | Participatory masterclass. |
| <i>MD2</i> | Case studies and discussion. |
| <i>MD3</i> | Problem resolution and discussion of results. |

Course content

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| <i>Content</i> | <p>Overview of the different phases in the distribution of an audiovisual work, learning how to develop strategies for sales, marketing, communications, promotion and exhibition.</p> <ol style="list-style-type: none"> 1. Audiovisual distribution: players and context. 2. Distribution companies and sales agents. 3. Basic principles of marketing applied to the audiovisual and film sector. 4. Launching a product. Strategy and planning for film and television. 5. Festivals and markets. |
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Learning activities

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|------------|--|----------|
| <i>AF1</i> | Theoretical and theoretical-practical classes. | 10 hours |
| <i>AF2</i> | Classroom/laboratory exercises and practices. | 14 hours |
| <i>AF3</i> | Design and execution of artistic creation projects (individual or group). | 14 hours |
| <i>AF4</i> | Art appreciation activities: attendance at seminars, visits to exhibitions or viewing of visual/audiovisual works. | 12 hours |
| <i>AF5</i> | Search and selection of documentation, reading of supporting material and bibliographic and visual references. | 50 hours |
| <i>AF6</i> | Academic tutoring. | 7 hours |
| <i>AF7</i> | Evaluation. | 3 hours |
| <i>AF8</i> | Autonomous study of theoretical content and autonomous preparation of practical work and activities. | 70 hours |

** The distribution of hours between training activities may undergo changes due to the academic needs of the course, the group and/or the teaching team.*

Assessment

GENERAL ASSESSMENT CRITERIA

CONTINUOUS ASSESSMENT SYSTEM

Non-attendance to more than 20% of class sessions and activities may lead to failure of the course and disqualification from the regular assessment period. The teaching team decides how this rule is applied.

MARKS

ATTENDANCE

The classes are in-person, and attendance is mandatory, as it is a determining factor in the continuous assessment system, as well as in class attitude and participation. However, in exceptional cases due to health situations or family reconciliation, students may request online access as a methodological adaptation (for more information, please contact the student department).

Students wishing to bring up their grade in the extraordinary/re-assessment period must first contact the Registrar's Office to expressly waive in writing all of the marks they obtained in the regular assessment period. Their final assessment mark will be the mark obtained in re-assessment.

SPELLING AND EXPRESSION

Spelling and written expression are taken into account in the marking of written examinations and assignments. Written examinations cannot contain more than 2 spelling errors or 10 accent errors (omitted or misplaced). Assignments completed outside of the classroom may not contain more than 1 error.

UNIVERSITY WRITTEN REPORTS

These must have a title page, table of contents and bibliography listing at least 4 sources. These works must be original. Excerpts from other authors must be properly cited. Demonstrable plagiarism is an academic offense. If one student copies the work of another student, both shall be held accountable.

SPECIFIC ASSESSMENT CRITERIA

REGULAR ASSESSMENT PERIOD

The teaching team will provide the details/specifications on the content or submission of assessment tasks; this information will be given in class or in a document made available to the student on the Virtual Course Space (in Spanish, *Aula Virtual*).

Assignments not submitted by the deadlines set by the teaching team will receive an assessment mark of 0..

| <i>Assessment task (*)</i> | <i>Revaluable/non-revaluable</i> | <i>Minimum mark yes/no</i> | <i>% of final mark</i> |
|----------------------------|----------------------------------|----------------------------|------------------------|
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| | | | |
|--|-----------------|-----|------|
| SE2 Assignments and projects | Revaluable | Yes | 50% |
| SE3 Continuous assessment: weekly tasks and homework, periodical reports, problem resolution | Non reevaluable | No | 40% |
| SE5 Attitude and participation | Non reevaluable | No | 10% |
| | | | 100% |

(*) Records and evidence of all of the assessment tasks (writings, recordings, etc.) listed in this table will be kept and filed in the Registrar's Office.

EXTRAORDINARY/RE-ASSESSMENT PERIOD

Students that do not pass the course in the term it is delivered can attempt again in the extraordinary/re-assessment period, except in cases where the characteristics of the course make this impossible.

The teaching team will inform the student of the assessment tasks that will need to be done in re-assessment. The teaching team can decide whether to maintain the marks of 5.0 and above the student received over the course and in the regular assessment period.

REVIEW OF ASSESSMENT MARKS

As set out in the TAI School of the Arts Student Handbook.

Resources

RECOMMENDED BIBLIOGRAPHY

RECOMMENDED FILMOGRAPHY

RECOMMENDED WEBSITES

REQUIRED MATERIALS FOR THE COURSE

VISITS, MASTER CLASSES, EVENTS AND ADDITIONAL WORKSHOPS