

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Film Audiences and the Distribution Landscape
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	7
<b>4</b>	<b>Module Code</b>	MED7349

<b>5</b>	<b>Module Overview</b>
<p>This module will be an introduction to the structure of the film industry: how it is organised, its different players and how business models have evolved over the last 100 years. It will point to how these structures might change in the future or are already changing.</p> <p>This module aims to provide students with no previous background in the film industry with grounding in the business models, which facilitate the funding, communication and distribution of film products. It will also introduce the working practices of the studios, and how these differ from the independent film sector.</p>	

<b>6</b>	<b>Indicative Content</b>
<ul style="list-style-type: none"> <li>• Workshops</li> <li>• Lectures</li> <li>• Tutorials</li> <li>• Reviews</li> </ul>	

<b>7</b>	<b>Module Learning Outcomes</b>
<b>On successful completion of the module, students will be able to:</b>	
<b>1</b>	Demonstrate proficiency in applying research techniques and industry methodologies to evaluate a film distribution marketplace.
<b>2</b>	Demonstrate an ability to evaluate audience trends and consumer behaviour.

<b>8</b>	<b>Module Assessment</b>		
<b>Learning Outcome</b>			
	<b>Coursework</b>	<b>Exam</b>	<b>In-Person</b>
<b>1-2</b>	X		

<b>9 Breakdown Learning and Teaching Activities</b>	
<b>Learning Activities</b>	<b>Hours</b>
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	40
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	120
<b>Private Study (PS)</b> includes preparation for exams	40
<b>Total Study Hours:</b>	200