

Module Specification

Module Summary Information

1	Module Title	Film Marketing, Planning and Deployment
2	Module Credits	40
3	Module Level	7
4	Module Code	MED7351

5	Module Overview
<p>This module will give students a thorough grounding in the skills necessary to successfully plan and carry out a film marketing strategy. The module will specifically examine the role of the distributor and the ways in which distributors market films from strategizing, through to planning budgets and implementation.</p>	

6	Indicative Content
<ul style="list-style-type: none"> • Workshops • Lectures • Tutorials • Demonstrations 	

7	Module Learning Outcomes
On successful completion of the module, students will be able to:	
1	Critically evaluate the role of marketing and advertising planned campaigns in film and apply to film business scenario.
2	Analyse marketing methodologies relevant to film products and judge how content is deployed to engage audiences.
3	Demonstrating copy writing and digital production ability.
4	Demonstrate research and critical evaluation skills to analyse communications approaches within the film industry.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1-2			X
3-4	X		

9 Breakdown Learning and Teaching Activities	
Learning Activities	Hours
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	80
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	240
Private Study (PS) includes preparation for exams	80
Total Study Hours:	400