

Module Specification

Module Summary Information

1	Module Title	Film Festivals, Marketing and PR
2	Module Credits	20
3	Module Level	7
4	Module Code	MED7353

5	Module Overview
<p>This module provides an in-depth look at a major crux for the film industry: film festivals. Film festivals play a part in the financing, distribution and marketing of independent films and therefore the study of them is a core part of the overall. The present module will give students an understanding of the importance of film festivals to the industry, and give them insight into the skills needed to mount a successful marketing and public relations strategy at a festival.</p>	

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

7	Module Learning Outcomes
On successful completion of the module, students will be able to:	
1	Evaluate the role of film festivals, events and communication methods in raising finance, audience profile and distribution for film products.
2	Construct and apply digital production and copy writing skills to develop marketing and communications assets for film production promotion.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1-2	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	30
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	130
Private Study (PS) includes preparation for exams	40
Total Study Hours:	200