

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Film Advertising and Audiences
<b>2</b>	<b>Module Credits</b>	40
<b>3</b>	<b>Module Level</b>	4
<b>4</b>	<b>Module Code</b>	MED4149

<b>5</b>	<b>Module Overview</b>
<p>The film business is a risky business - a look at any year's box office flops will show how frequently a movie fails to draw an audience, recoup, let alone make money. This module focuses on the importance of understanding, targeting and engaging with film audiences, as a critical means of mitigating risk and maximising the potential for profit. The aim is to:</p> <ul style="list-style-type: none"> <li>• Challenge your views on what makes a film marketable, playable and ultimately commercially successful;</li> <li>• Develop your ability to critically reflect on your own audience persona, in the context of current sector trends;</li> <li>• Equip you with a range of market research competencies to gather the critical intelligence that should underpin a film products' development, distribution and marketing strategy.</li> </ul> <p>You will examine the influence audience insight data can play throughout a films' life cycle from initial conception (e.g. identifying marketable value at script stage) through to a title's final release, when marketers must identify marketable and playable qualities (values, hooks, key selling points) and interpret intelligence to improve audience targeting, advertising and communication of these desirable attributes. This will include academic research methods of gathering and interrogating retrospective data intelligence that influences future prospects and decisions (e.g. examination of key genres and comparable title performances), as well as primary research techniques used by the studios, independents and entrepreneurs attempting to gauge potential, improve marketability and refine quality and positioning (e.g. test screenings, advertising trailer testing, agile project development principles in high-stakes production).</p>	

<b>6</b>	<b>Indicative Content</b>
<ul style="list-style-type: none"> <li>• Lectures / workshops / group activities to introduce module content and provide opportunities to evaluate films critically, from the point of view of potential audiences and markets.</li> <li>• Group tutorials / workshops / screenings to develop critical reflection competencies, providing opportunities to watch, debate and discuss film.</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>	Identify cultural and personal values and beliefs that are implicit in an audience's current tastes in film.	
	<b>2</b>	Compare marketable qualities of film products and the potential for these to impact on an audience's viewing choices and experiences.	
	<b>3</b>	Apply market research methods to identify potential audiences and/or evaluate audience perceptions in response to a brief.	
	<b>4</b>	Recognise the value and limitations of market research methods as a means to identify audiences, their perceptions and behaviours.	

<b>8</b>		<b>Module Assessment</b>		
<b>Learning Outcome</b>				
		<b>Coursework</b>	<b>Exam</b>	<b>In-Person</b>
<b>1-4</b>		<b>x</b>		

<b>9</b>		<b>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		120	
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE		200	
<b>Private Study (PS)</b> includes preparation for exams		80	
<b>Total Study Hours:</b>		400	