EMT PROGRAM

MKTG-UB.0022.01/.02 MOVIE MARKETING

Fall 2013
Session .01: Wednesday 9:30 AM to 10:45 AM (KMEC 5-80)
Session .02: Wednesday 11:00 AM to 12:15 PM (KMEC 5-80)

Gary Faber
Email: gfaber@stern.nyu.edu

INTRODUCTION
Movie marketing is a fast paced, highly interactive course designed to give students a basic overview understanding of all aspects of a domestic movie marketing campaign, focusing on business decisions with the goal of developing a competitive advantage for a film’s theatrical life and beyond. The course will examine a range of movies, from low-budget independent to tent pole film franchises, and explore concepts, processes and different strategic approaches used by today’s distributors.

OBJECTIVE
• To garner an understanding of the concepts that drive movie marketing
• To provide an analytical framework for selecting a production, developing a distribution strategy and choosing the best marketing media
• To introduce and develop the marketing concepts instrumental to a film’s lifespan
• To provide an open forum for students to discuss current film campaigns, exercise their evaluation techniques and identify both problems and opportunities in the marketplace

The focus will be on solving marketing problems by using today’s available resources, both traditional and emerging. The class will rely on lectures, case studies, guest speakers and heavy classroom discussion to dissect current and past campaigns. Enthusiasm for both film and marketing is a must.

GRADING
Final grades will be determined on the following basis:
   Individual Assignments / Exam ................................................. 50%
   Group projects........................................................................ 30%
   Class preparation and participation ........................................ 20%

INSTRUCTOR POLICIES
Students are expected to attend each class as well as participate and drive discussion. Absences and tardiness will have a direct reflection on a low class participating grade. Assignments are due at the beginning of class; lateness will have an adverse affect on your grade.
CLASS PARTICIPATION
Like marketing itself, some of the best ideas are generating by brainstorming and group discussion. Therefore it is essential that you come to class fully prepared with having read the assignment as well as having a handle on the latest industry news (see below). Your grade will be determined based on the quality of your interaction and will be measured against the following criteria: Preparation, insights, extent of knowledge, and ability to drive / build on discussions.

READING
In addition to assigned articles, it is imperative that you have a familiarity and understanding of the latest industry news. An easy way to do this is to routinely check industry trade sights and blogs (Variety, Hollywood Reporter, Deadline Hollywood, etc.). Each lecture will begin with an interactive dialogue about that week’s current events.

GROUP PROJECTS
Group work will be a major part of your grade. The idea of working in groups is to get you use to the team dynamics that are an important part of all movie (and general) marketing. The group project is designed to mimic actual movie studio workflow, whereas they all have individual components that will need to be merged seamlessly to reflect that it was one group that worked together. In other words, instead of completing your project with five people sitting together in front of a computer, the ideas should be generated from team meetings with the different parts of the project then being explored on a smaller group or individual basis. However, before turning in your group assignments, each section should be reviewed by all team members to ensure a unified voice and agreement in philosophy. Each student will have the opportunity to evaluate the other members of their group, as well as themselves at the end of the course.
COURSE SCHEDULE

Week 1 (January 29, 2014)
Key Topics:
• Introduction
• Curriculum review, course objectives and course project deliverables
• The verticals of the film industry
• Brief history of the film industry and film marketing

Week 2 (February 5, 2014)
Key Topics:
• Current players and trends in the film industry
• Studio system vs. independents
• Marketing overview
  ▪ The marketing plan
  ▪ Marketing considerations
  ▪ Major decision points
  ▪ Internal vs. external decisions
  ▪ Marketing / producing partners

Week 3 (February 12, 2014)
Assignment
Come to class with a film or type of film that you are passionate about. We will use these to find individuals who share your interests to form a team with you.

Key Topics:
• The marketer’s toolbox
• Box office introduction
• Form project groups

Week 4 (February 19, 2014)
Group project #1 due

Key Topics:
• Understanding box office grosses and play out
• How to select the right project
• Understanding international box office potential
• Setting financial and creative goals

Week 5 (February 26, 2014)
Individual Assignment #1 due

Key Topics:
• Market sizing and movie going population
• Talent pedigree and marketability (using pop polls, etc.)
• Discuss group project and deliverables.
Week 6 (March 5, 2014)
Key Topics:
- Distribution
  - Understanding release dates and release patterns
  - In-theater distribution and box office settlements
  - Box office reporting
- Exhibition
  - Chains vs. Independents
  - Trailer placement
  - Exhibition revenue

Week 7 (March 12, 2014)
Key Topics:
- Positioning the film
- Target audience
- Using market research to gauge playability and understand your audience

March 19, 2014 – NO CLASS

Week 8 (March 26, 2014)
Group project #2 due

Key Topics:
- Media plan development
  - Understanding media terms and measurement
  - Media timeline
  - Introduction of media choices

Week 9 April 2, 2014
Key Topics:
- Media plan development (Continued)
  - Reading a media plan
  - Benefits/Challenges of major media: TV, Radio, Print, Online
  - Added value media assets
  - Exam review

Week 10 (April 9, 2014)
Exam

Week 11 (April 16, 2014)
Key Topics:
- Introduction to the Creative Process
  - Creative material design, from script to screen
- Exam discussion
- Discuss final group project deliverables

Week 12 (April 23, 2014)
Individual Assignment #2 due

Key Topics:
- The Creative Process (Continued)
  - Teasers (different types)
  - Trailers (different types)
  - The resurgence of the red-band
Week 13 (April 30, 2014)

Key Topics:
- The Creative Process (Continued)
  - TV Spots
  - Print / outdoor creative
  - Online creative
  - In theater advertising

Week 14 (May 7, 2014)

Group project #3 due

Key Topics:
- Promotions
  - Retail partners
  - Grassroots promotions
  - Product placement
- Publicity
  - National vs. regional
  - Film festivals