Movie Marketing
C55.00xx, Thursday 4:55 – 6:10, Spring 2005
New York University ~ Stern School of Business
Adjunct Assistant Professor: Michael J. Luisi

Description
This course is designed to give students a basic understanding of the key business issues relating to producing, distributing, marketing, and exploiting feature films. The course will examine the general paradigm of the movie business. There will be a group project presentation as well as a final exam.

Course Material
The basic textbook for the course is [to be determined]. There may also be additional material handed out and/or posted in the classroom.

Week 1: Industry & Course Overview
- Introduction/Professional Background
- Brief History of The Motion Picture Business & the “Studio System”
- Motion Picture Business Models Today: Majors, Mini-majors and “true” Independents
- Current Trends In The Motion Picture Business
- Curriculum Review and Course Objectives

Week 2: Managing a Creative Enterprise
- Internal players
  - Studio Operations & Divisions
  - Film Company Management
  - The Company As Financier-Distributor
- External participants
  - The Entertainment Lawyer
  - The Agent & The Manager
  - The Talent – Actors, Writers, Directors & Producers

Week 3: Dealmaking, Acquiring Rights & Building a Library
- Standard Types of Agreements
- The Collision of Art and Money
- Exploiting Rights
- The Profits - Gross v. Net Participations

Week 4: Marketing & Branding
- Motion Picture Marketing – Trailers, TV Spots and Print Advertising
- Publicity and Promotion
- Product Branding & Company Branding

Week 5: Marketing & Branding (continued)
- MPAA Rating System
- Market Research Screenings
- EPKs, Press Kits and Junkets
- Audience Profile

**Week 6:** Guest Speaker

**Week 7:** Theatrical Distribution
- Distribution & Exhibition: An Overview of Various Strategies
- Studio Distribution
- Independent Distribution
- International Distribution
- Accounting

**Week 8:** Theatrical Exhibition
- The Theatre Chain
- The Independent Exhibitor
- The Exhibition License – From “4 Wall” Deals to 90/10 splits
- Refreshment Sales and Theater Profits

**Week 9:** Ancillary Exploitation & Revenue
- Television, Video & Internet
- Music and Soundtracks
- “Direct to Video” – Now & Then

**Week 10:** Ancillary Exploitation & Revenue (continued)
- Merchandising & Commercial Tie-Ins
- The Value of Copyrights & Trademarks
- Protecting Intellectual Property

**Week 11:** Guest Speaker

**Week 12:** Future Trends and Technologies
- Future Technologies in Motion Pictures
- Identifying & Capitalizing on New Trends & Business Models

**Week 13:** Class Presentations

**Week 14:** Class Presentations

**Week 15:** Final Exam