

NYU Los Angeles

Movie Marketing

MTKG-UB 9022 LA1

Instructor Information

- Karen Hermelin
- Email:

Course Information

- Movie Marketing
- MKTG-UB 9022 LA1
- Mondays 5:15-6:30 pm
- Room:

Course Overview and Goals

Movie marketing is a fast paced, highly interactive course designed to give students a basic overview and 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.

Upon Completion of this Course, students will be able to:

- To understand the basics of bringing a film to market, including the ingredients essential for a successful movie marketing campaign
- To provide an analytical framework for building a profitable campaign strategy, including developing a distribution strategy, creative campaign strategy and effective media mix
- To examine the changing relationship between the audience, movies and movie-going
- To build the skills to assess a marketing campaign
- Engage in dialogue about the current film marketplace and its opportunities and obstacles
- Discover where students' own skills might fit in the marketing/distribution landscape

Course Requirements

Grading of Assignments

The grade for this course will be determined according to the following formula:

Assignments/Activities	% of Final Grade
Individual Assignments / Exam	50%
Group Projects	30%
Class participation, preparation & Attendance	20%

Additionally, no more than 45% of the class will receive an "A" or "A-."

Required Grading Language for Elective Courses

At NYU Stern, we strive to create courses that challenge students intellectually and that meet the Stern standards of academic excellence. To ensure fairness and clarity of grading, the Stern faculty have agreed that for elective courses the individual instructor or department is responsible for determining reasonable grading guidelines

I/my department have elected to use the following grading guidelines for this course: [insert your elective course grading guidelines]

Course Schedule

Topics and Assignments

Week 1 (Sept 9 '19):

Key Topics: Introduction to the Marketplace

- Introduction
- Course overview, expectations and course project deliverables
- Overview of the movie marketplace/film industry today
- Key players: studios vs. independents

Week 2 (Sept 16 '19)

Key Topics: Tools of the Trade: Elements of Film Marketing

- Marketing Overview
 - Key marketing elements
 - Marketing department structure

- The marketing plan
- Key decision points
- Film marketing vs. consumer products marketing –what makes selling films special?

Week 3 (Sept 23 '19)

Assignment

Come to class with a favorite movie or genre. We will use these to find individuals who share your interest to form a team with you.

Key Topics – What is success? Distribution and Box Office

- Box office Introduction
- Overview of Box office metrics
 - Release patterns
 - Dating
 - Openings vs. multiples
 - Box office reporting
- *Form project groups*

Week 4 (Sept 30 '19)

Assignment

Group project teams due

Key Topics: *Who*: Breaking down the strategy; Defining your audience

- Assessing market potential
 - Marketability vs. Playability
 - Breaking down the marketable elements
 - Talent pedigree
 - Genre evaluation
 - SWOT Analyses
 - Defining the audience
 - Measurement tools
 - Sizing the market
 - Positioning the film
 - Setting financial and creative goals
- Understanding international markets

Week 5 (Oct 7 '19)

Individual assignment #1 due

Key Topics: *What* are we selling: Creative Messaging /Positioning– Breaking out and breaking through

- Introduction to the Creative Process
 - Understanding your value proposition

- Theater worthiness – getting butts in seats
- Creative executions
 - Long form: Teasers; Trailer; BTS
 - Short form
 - Digital
 - Print/Outdoor
 - In theater
- Successes and failures
- *Discuss group project and deliverables*

Oct 14 '19 – NO CLASS

Week 6 (Oct 21 '19)

Key Topics: Creative Messaging 2

- Successes and failures

Week 7 (Oct 28 '19)

Key Topics: *Where and How*: Introduction to the media landscape

Media plan development

- Understanding media terms and measurement
- Media timeline
- Introduction of media choices

Week 8 (Nov 4 '19)

Group project #1 due

Key Topics: *Where and How Continued*: Media tools

Media plan development (Continued)

- Reading a media plan
- Benefits/Challenges of major media: TV, Radio, Print, Online, Outdoor
- Added value media assets

Week 9 (Nov 11 '19)

Key Topics

- *Discuss final group project deliverables*
- *Exam review*

Week 10 (Nov 18 '19)

Exam

Week 11 (Nov 25 '19)

Key Topics: Amplifying the message: PR

- Tools of PR
- National vs. Regional
- Publicists audience
- Key decision points
- Festivals
- No such thing as bad publicity?
- *Exam discussion*

Week 12 (Dec 2 '19)

Individual Assignment #2 due

Key Topics: Other People's Money: Promotions

- Promotions / Retail partnerships
- Product Placement
- Grassroots promotions

Week 13 (Dec 9 '19)

Key Topics: Where: To Exhibit or Not to Exhibit – Theaters and Streamers

- Exhibition
 - Chains vs. Independents
 - Trailer placement
 - Exhibition revenue
 - In theater ads
- Streamers
 - Success metrics
- Distribution agnostics

Week 14 (Dec 16 '19)

Hot topics

Group project #2 due Dec 19, 2019 @ 5:00pm

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.

Group Projects

Group work will be a major part of your grade. The idea of working in groups is to get you used 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 who 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 obligation to evaluate the other members of their group, as well as themselves at the end of the course.

Course Materials

Required Textbooks & Materials

A packet of course readings will be provided at the beginning of the term. In addition, students are required to stay up to date with the current movie marketplace and expected to come to class having read at least one of the industry trades or blogs that weekend. Most classes will begin with an interactive conversation about that week's current box office results and any other relevant industry news.

I may add additional articles to read as the semester progresses. Additional articles will be provided no later than the week prior to the class discussion.

Key industry trade sources:

- *The Hollywood Reporter*
- *Variety*
- *Deadline.com*
- *The Wrap*
- *Indiewire*

Resources

- **Access your course materials:** [NYU Classes](http://nyu.edu/its/classes) (nyu.edu/its/classes)
- **Databases, journal articles, and more:** [Bobst Library](http://library.nyu.edu) (library.nyu.edu)
- **Assistance with strengthening your writing:** [NYU Writing Center](http://nyu.mywconline.com) (nyu.mywconline.com)
- **Obtain 24/7 technology assistance:** [IT Help Desk](http://nyu.edu/it/servicedesk) (nyu.edu/it/servicedesk)

Course Policies

Late Assignment

Assignments are due at the beginning of class; unexcused lateness will have an adverse effect on your grade.

Laptops, mobile phones, recorders and other electronic devices may not be used in class.

Attendance Policy

Study abroad at Global Academic Centres is an academically intensive and immersive experience, in which students from a wide range of backgrounds exchange ideas in discussion-based seminars. Learning in such an environment depends on the active participation of all students. And since classes typically meet once or twice a week, even a single absence can cause a student to miss a significant portion of a course. To ensure the integrity of this academic experience, class attendance at the centres is mandatory, and unexcused absences will affect students' semester grades. The class roster will be marked at the beginning of class and anyone who arrives after this time will be considered absent. Students are responsible for making up any work missed due to absence.

For courses that meet once a week, one unexcused absence will be penalised by a two percent deduction from the student's final course grade. For courses that meet two or more times a week, the same penalty will apply to two unexcused absences. Repeated absences in a course may result in failure.

Plagiarism Policy

The academic standards of New York University apply to all coursework at NYU LA. NYU LA policies are in accordance with New York University's plagiarism policy. The presentation of another person's words, ideas, judgment, images or data as though they were your own, whether intentionally or unintentionally, constitutes an act of plagiarism.

It is a serious academic offense to use the work of others (written, printed or in any other form) without acknowledgement. Cases of plagiarism are not dealt with by your instructor. They are referred to the Director, who will determine the appropriate penalty (up to and including failure in the course as a whole) taking into account the codes of conduct and academic standards for NYU's various schools and colleges.

Religious Observance

Students observing a religious holiday during regularly scheduled class time are entitled to miss class without any penalty to their grade. This is for the holiday only and does not include the days of travel that may come before and/or after the holiday. Students must notify their professor and the Academic Programs Coordinator in writing via email one week in advance before being absent for this purpose.

Inclusion, Diversity, Belonging and Equity

NYU is committed to building a culture that respects and embraces diversity, inclusion, and equity, believing that these values – in all their facets – are, as President Andrew Hamilton has

said, "...not only important to cherish for their own sake, but because they are also vital for advancing knowledge, sparking innovation, and creating sustainable communities." At NYU LA, we are committed to creating a learning environment that:

- fosters intellectual inquiry, research, and artistic practices that respectfully and rigorously take account of a wide range of opinions, perspectives, and experiences; and
- promotes an inclusive community in which diversity is valued and every member feels they have a rightful place, is welcome and respected, and is supported in their endeavours.

Provisions to Students with Disabilities

Students with disabilities who believe that they may need accommodations in a class are encouraged to contact the Moses Centre for Students with Disabilities at (212) 998-4980 or mosescsd@nyu.edu as soon as possible to better ensure that such accommodations are implemented in a timely fashion.