

FLM354 The Business of Film

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

Behind the glamour of the film industry lies a complex business framework that has developed over decades. However, the film industry today is facing unprecedented challenges as streaming threatens to splinter the moviegoing experience. Disruptions such as the COVID-19 pandemic have also exposed flaws in the film business, forcing the industry to explore changes that will have long-term repercussions. This course takes students through the complexities of the film business. Students will learn about the world of film financing, revenue streams, distribution, marketing, rights management, multi-platform delivery, and other aspects in the business. They will examine the role of studios, production companies, streaming companies, media service providers, cinema operators, and film festivals, and look at the decision-makers who shape the film business. Students will use case studies and real-world examples to understand the film business processes and analyse the challenges involved. They will assess key developments that advance or disrupt the industry. The course will also explore approaches and innovations that reinvent the business of film, as the various stakeholders pivot to survive in an industry that is undergoing unparalleled transformation.

Topics:

- Overview of the film industry
- The players
- The producer
- Film development
- Financing
- Production
- Distribution
- Multi-platform delivery
- Marketing
- Exhibition and consumption
- Challenges in the film business
- The changing media landscape

Textbooks:

The Business of Film: A Practical Introduction 3rd Paula Landry and Stephen Greenwald Taylor & Francis

ISBN-13: 9781000730647

FLM354 Study Guide (UDC - SUSS)

ISBN-13: SG-1955

Learning Outcome:

- Develop an informed overview of the film development process.
- Apply knowledge of the avenues for funding films.
- Examine the stages of producing a film.
- Analyse methods of film marketing and distribution.
- Formulate an assessment of the challenges in the current media landscape.
- Propose viable strategies for movie exhibition and consumption in a competitive market.

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	25
	TUTOR-MARKED ASSIGNMENT 2	25
Overall Examinable Components	ECA	50
Total		100

*The information listed is subject to review and change.