

THE BUSINESS OF MOTION PICTURES

Syllabus

Fall 2005, Tuesdays 6-9 pm, Room 209, Havermeyer Hall

Prof. Ira Deutchman, o)212-245-6767 or id3@columbia.edu

office hours: (available before class or at other times by appointment)

<u>Class #</u>	<u>Date</u>	<u>Subject of Session</u>
1	9/6	Introduction/The Theatrical Marketplace
2	9/13	Screening of Project Film (Possible Room Change TBA)
3	9/20	Exhibition, Theatrical Sales
4	9/27	Publicity
*	10/4	NO CLASS: ROSH HASHANA
5	10/11	Advertising & Media Buying
6	10/18	Promotion, Market Research
7	10/25	Film Festivals, Awards, the MPAA
*	11/2	NO CLASS: ELECTION DAY
8	11/8	Home Video
9	11/15	Television Markets
10	11/22	Financing 101, The Independent Model
11	11/29	Working With the Studios
12	12/6	Foreign Markets (PROJECTS DUE TODAY)
13	12/13	Alternatives: Grant Money, Non Theatrical Markets & FINAL EXAM

Course Requirements:

You must complete both the final project and exam in order get credit for the course.

Exam: Final Exam will be given in Room 209, Havermeyer on 12/13 at 7:00 pm. Exam includes both multiple choice and essay questions, based on class material. The exam will NOT be given at any other time! It is NOT an open book exam.

Project: We will screen, during class time (there will be NO additional screenings), a yet-to-be released film well in advance of its theatrical release. Based on information from the course, you will create a marketing strategy for the domestic theatrical release of the film. Include local and national release patterns, specific ideas for who the audience is, how to sell the film, publicity and promotion angles, etc. Include information about foreign or ancillary rights only to the extent to which they impact on the domestic theatrical release.

You should work in groups of 5 or 6 people to create a single project, where each person contributes part of the plan for one of the departments of a distribution company (publicity, promotion, sales, advertising, media buying), and where there is an introductory section setting forth the general strategy for the entire group (this can be written by the 6th person). Department strategies should reinforce the general strategy, meaning that groups have to be coordinated, and strategies discussed out. You should put your name on your particular section of the project. You **MUST** work in a group. No individual projects will be accepted and no groups of less than 5 people.

Projects should be at least 10 pages in length, and as long as necessary to complete your ideas. They will be judged mainly on comprehension of the material covered in class, but as it relates to the particular film you are writing about, **NOT A REHASH OF YOUR CLASS NOTES!** This is a process of selecting among available options, **NOT A LIST OF EVERYTHING WE'VE DISCUSSED**. Final project is due in class on 12/6.

Grading:

Grades will be Pass or Fail for Arts students and letter grades for those from other schools. Incompletes and CPs will not be given except under dire circumstances.

Required Reading:

"The Movie Business Book" edited by Jason E. Squire

Weekly Variety available every Sunday on most newsstands or by home delivery

Other Recommended Reading:

"Doing it Yourself" by Julia Reichert (AIVF Publications)

Periodicals:

Daily Variety, Hollywood Reporter, Screen International, The Independent