Media management and advertising

Academic Year: (2020 / 2021) **Review date: 22-07-2020**

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: CILLER TENREIRO, MARIA CARMEN

Type: Electives ECTS Credits : 3.0

Year : Semester :

OBJECTIVES

1. Knowledge and approach to fundamental concepts about marketing and distribution of audiovisual products in contemporary society.

2. Knowledge about audiovisual distributions windows.

3. Knowledge about executive production strategies in the development and distribution of audiovisual projects.
4. Ability to identify audiovisual production marketing strategies.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Course introduction: management and promotion of audiovisual products
2. Executive production management
3. Audiovisual distribution
4. Audiovisual exhibition

LEARNING ACTIVITIES AND METHODOLOGY

1. Lectures
2. Workgroups
3. Students work

ASSESSMENT SYSTEM

- Final exam: 60%
- Job / Test / Practice: 40%

Note: To pass the course the student will be required for the final examination a minimum mark of 50%.

% end-of-term-examination:	60
% of continuous assessment (assigments, laboratory, practicals…):	40

BASIC BIBLIOGRAPHY

- DOWD, NIEDERMAN, FRY, STEIFF Storytelling across worlds: Transmedia for creatives and producers, Focal Press, 2013
- DURIE, J. Marketing and selling your film around the world: a guide for independent filmmakers, Silman-James Press, 2000
- LITTLEFIELD, W. Y PEARSON, T.R. Top of the Rock: Inside the Rise and Fall of Must See TV, Anchor Books edition, 2013