



UNIVERSITI TEKNOLOGI MARA

CTM644: FILM DISTRIBUTION AND EXHIBITION

Course Name (English)	FILM DISTRIBUTION AND EXHIBITION APPROVED
Course Code	CTM644
MQF Credit	3
Course Description	This course aims to provide, prepare and develop in students the knowledge and skills of film distribution, exhibition and promotion. It aims to prepare undergraduate students to utilize the skills and techniques practiced in the distribution and exhibition of films in both cinemas and television stations. The course also focuses on the process involved in exhibiting films in festivals, as well as the process of bringing in and distributing foreign films in Malaysia. Students will also be exposed to the legal procedures, and the rules and regulations of film distribution and exhibition. In addition, the projects undertaken by students prepare and train them to analyze the general public so as to gauge their interests and needs as a basis of making films that attract wider audiences
Transferable Skills	Demonstrate ability to communicate clearly and confidently, and listen critically.
Teaching Methodologies	Lectures, Blended Learning, Tutorial
CLO	CLO1 Practice the knowledge gained to prepare for production activities related to film distribution and exhibition. CLO2 Develop business solutions based on stakeholders needs in the industry. CLO3 Strategise film distribution and exhibition beyond its traditional practice.
Pre-Requisite Courses	No course recommendations
Topics	
1. Week 1 - Introduction to Marketing / Distribution 1.1) Understanding what Marketing and Distribution Stand For 1.2) Processes of Marketing 1.3) Needs vs. Wants vs. Demand 1.4) Market and Distribute Film Products vs. TV Products 1.5) Final Project Discussion	
2. Week 2 - The Tools of film distribution and exhibition 2.1) Recognize tools of film distribution and exhibition 2.2) Define concepts related to film distribution and exhibition	
3. Week 3 - Positioning and Segmenting your Market 3.1) Segmenting Your Audience – what to look at? Geographical vs. Demographic 3.2) Positioning – developing a statement 3.3) Selecting Methods for Distribution	
4. Week 4 - Understanding Audience via Research 4.1) Research Methodology 4.2) What to use and When to use it 4.3) Case Study Project	
5. Week 5 - The trade practices Act. Silver Screen vs. digital 5.1) Identify film trade and practices and the act in the film distribution and exhibition world 5.2) Analyze the relations between local act and international act related to film distribution and exhibition 5.3) Identify the need of new digital world in movie making	

<p>6. Week 6 - Business models for digital distribution</p> <p>6.1) Recognize digital film as a new media which is taking away the era of silver screen</p> <p>6.2) Analyze the distribution and exhibition of digital film to the television station and the prospect of digital cinema</p> <p>6.3) Recognize the rolls of film censorship in the process of distributing foreign movie</p> <p>6.4) Examine the relationship between film, law and the state's ideology before contract of distribution rights</p>
<p>7. Week 7 - Major festival and markets</p> <p>7.1) Identify various film market</p> <p>7.2) Assess various major festival film of the world</p> <p>7.3) Identify the need of audience in different culture</p> <p>7.4) Explore the opportunity created by film market and syndication role</p> <p>7.5) Analyze and examine the need of recognition as a local distributor</p>
<p>8. Week 8 - Distribution and Exhibition budget</p> <p>8.1) Identify the budget needed for distribution and exhibition of single film and the process of generating sponsor</p> <p>8.2) Analyze and examine the budget for distributing local vs. foreign film</p>
<p>9. Week 9 - Project presentation</p> <p>9.1) Identify issues and presentation of chosen title</p> <p>9.2) Define concepts and understanding the terminology of film distribution and exhibition</p>
<p>10. Week 10 - Promotion at an international film market</p> <p>10.1) Recognize the impact of promotion and the buyer</p> <p>10.2) Relate the process of buying and selling of film titles</p>
<p>11. Week 11 - Theatrical and Non-theatrical distribution</p> <p>11.1) Recognize film as new media in the age of digital cinema;</p> <p>11.2) Define concepts related to theatrical and non-theatrical distribution</p>
<p>12. Week 12 - Audience questionnaire</p> <p>12.1) Recognize film audience</p> <p>12.2) Define concepts related to human interest value</p> <p>12.3) Examine and assess film and the nation interest</p>
<p>13. Week 13 - Revision</p> <p>13.1) Define concepts related to human interest value</p> <p>13.2) Examine and assess film and the nation's interest.</p>
<p>14. Week 14 - Project Presentation</p> <p>14.1) Identify issues and presentation of chosen title</p> <p>14.2) Define concepts and understanding the terminology of film distribution and exhibition</p>

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Attendance	10%	CLO1 , CLO2
	Assignment	Project Report	20%	CLO1 , CLO , CLO2 , CLO3 , CLO
	Assignment	Essay and Presentation	30%	CLO , CLO2 , CLO3

Reading List	Recommended Text
	<ul style="list-style-type: none"> • Fred Goldberg 1991, <i>Motion picture marketing and distribution</i>, Focal Press Boston [ISBN: 024080077X] • Tony Malone 1991, <i>Film Distribution Down Under: A Handbook</i>, Redcarp Pty. Limited • David Rosen with Peter Hamilton 1990, <i>Off-Hollywood : The making and marketing of American independent film</i>, Grove Weidenfeld New York [ISBN: 0802111076] • Scott, J 1990, <i>Marketing and distribution</i>, AFTRS/AFC Sydney • Wiese, M 1989, <i>Film and Video marketing</i>, The Author Studio City California

Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources