

## Course Specification

Course Summary Information		
1	<b>Course Title</b>	MA Film Distribution and Marketing (Film Futures)
2	<b>BCU Course Code</b>	PT0945
3	<b>Awarding Institution</b>	Birmingham City University
4	<b>Teaching Institution(s)</b> (if different from point 3)	
5	<b>Professional Statutory or Regulatory Body (PSRB) accreditation</b> (if applicable)	

6	Course Description
	<p>Shoot into the film industry with the world's first Master's degree in film distribution and marketing. Available as a one-year intensive full-time course, our MA Film Distribution and Marketing has been designed with industry to reflect the growing need for entrepreneurial producers, marketers and distribution experts.</p> <p>Graduates from this course have secured roles with companies such as Koch Media (Germany), Kaleidoscope Films (UK), GFM Films (UK) and Red Arrow Media (Europe). You will have an opportunity to experience work placements during the course with previous placements including major industry players such as FilmNation (US) and Sony Picture Classics (US).</p> <p><b>What's covered in the course?</b></p> <p>Taught by an industry experienced team, including Oscar-nominated producer, Lee Thomas, and film industry expert, Eugenio Triana, you'll develop the strategic skills needed to apply new and emergent models of film financing and market and engage audiences in a competitive, fast changing global entertainment business.</p> <p>This Master's course, part of NTI Birmingham's Film Futures course, examines old and new business models spanning all aspects of the film development cycle.</p> <p>The course embraces advances in technology, digital communication channels and opportunities to monetise content across a variety of platforms outside traditional cinema.</p> <p>During the course, you will receive intensive tuition from industry professionals before working to create and deploy strategies for projects around development and pitching, financing and pitching to investors, and distribution and marketing campaigns - all under the guidance of mentors.</p> <p>As well as this, you'll get to work on real film projects ranging from low- to no-budget esoteric art house through to more commercially ambitious genres and across all stages of a film's life cycle – from development to production to distribution. During the course previous students have worked with companies including New Yorker Films, New Wave Films, Kaleidoscope Films and</p>

	the Taiwan Film Institute. Additionally, Film Futures students will study in BCU's new £260 million City Campus facilities.
--	---

<b>7</b>	<b>Course Awards</b>		
<b>7a</b>	<b>Name of Final Award</b>	<b>Level</b>	<b>Credits Awarded</b>
	Master of Arts Film Distribution and Marketing	7	180
	Master of Arts Film Distribution and Marketing with Professional Placement	7	240
<b>7b</b>	<b>Exit Awards and Credits Awarded</b>		
	Postgraduate Certificate Film Distribution and Marketing	7	60
	Postgraduate Diploma Film Distribution and Marketing	7	120

<b>8</b>	<b>Derogation from the University Regulations</b>
	Not applicable

<b>9</b>	<b>Delivery Patterns</b>			
	<b>Mode(s) of Study</b>	<b>Location(s) of Study</b>	<b>Duration of Study</b>	<b>Code(s)</b>
	Full Time	NTI Birmingham	1 year	PT0945
	Full Time with Professional Placement	NTI Birmingham (and placement provider)	18 months	PT1436

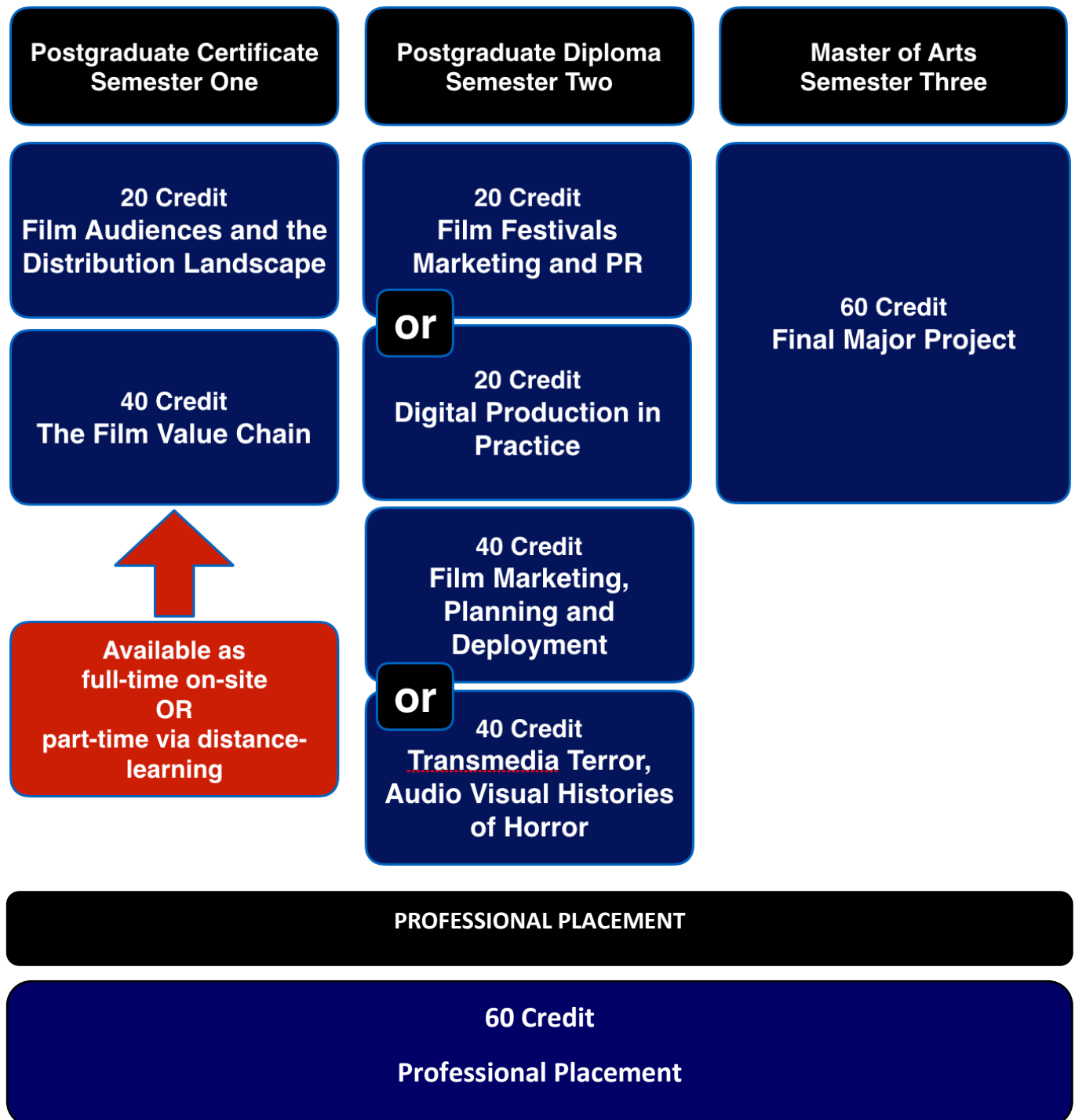
<b>10</b>	<b>Entry Requirements</b>
<p>The admission requirements for this course are stated on the course page of the BCU website at <a href="https://www.bcu.ac.uk/">https://www.bcu.ac.uk/</a>.</p>	

<b>11 Course Learning Outcomes</b>	
<b>Knowledge and Understanding</b>	
<b>1</b>	Business innovation and enterprise development: taking innovative business ideas to create new products, services or organisations including the identification of Intellectual Property and appreciation of its value.
<b>2</b>	Research and application demonstrated by clear presentation of key developments in current and emerging media and technologies and in interdisciplinary approaches to contemporary practice.
<b>3</b>	Finance: the sources, uses and management of finance and the use of accounting and other information systems for planning, control, decision making and managing financial risk.
<b>4</b>	Show expertise in critical thinking and persuasive analysis of project outcomes to make informed and authoritative judgements at a professional level and academic level
<b>Cognitive and Intellectual Skills</b>	
<b>5</b>	Generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as self-initiated activity.
<b>6</b>	Develop ideas through to outcomes, for example images, artefacts, environments, products, systems and processes, or texts.
<b>7</b>	Manage and make appropriate use of the interaction between intention, process, outcome, context, and the methods of dissemination.
<b>8</b>	Understanding techniques for researching, monitoring, reviewing and directing working methods across cultures and disciplines.
<b>Practical and Professional Skills</b>	
<b>9</b>	The ability to critically reflect on personal practice and modify accordingly.
<b>10</b>	The development of intellectual, practical, technical and communication skills appropriate to an informed approach to individual and collaborative practice.
<b>11</b>	Analyse, synthesise, resolve and strategically apply what has been learned through creative problem solving and innovative solutions.
<b>12</b>	Organise, test, and justify ideas and critical positions through the practical production, delivery and deployment of media assets, written reports and presentations.
<b>Key Transferable Skills</b>	
<b>13</b>	The skills to elicit the co-operation of others and work collaboratively across disciplines and cultures.
<b>14</b>	Use a variety of forms of communication and expression and employ them effectively according to the needs of a situation through practical, written and verbal form.
<b>15</b>	A high level of competency in the use of digital media production, deployment and measurement tools.
<b>16</b>	Self-motivation, organisational skills and expertise in the effective planning and management of work-place projects to professional standards.

<b>12</b>	<b>Course Requirements</b>																																				
<b>12a</b>	<p><b>Level 7:</b></p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>MED7349</td> <td>Film Audiences and the Distribution Landscape</td> <td>20</td> </tr> <tr> <td>MED7352</td> <td>The Film Value Chain</td> <td>40</td> </tr> <tr> <td>GFA7003</td> <td>Major Project</td> <td>60</td> </tr> </tbody> </table> <p><i>In order to complete this course a student must successfully complete at least 60 credits from the following indicative list of OPTIONAL modules.</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>MED7353</td> <td>Film Festivals, Marketing and PR</td> <td>20</td> </tr> <tr> <td>MED7351</td> <td>Film Marketing, Planning and Deployment</td> <td>40</td> </tr> <tr> <td>MED7348</td> <td>Digital Production in Practice</td> <td>20</td> </tr> <tr> <td>ADM7006</td> <td>Collaborative Practice</td> <td>20</td> </tr> <tr> <td>MED7338</td> <td>Transmedia Terror</td> <td>40*</td> </tr> </tbody> </table> <p><small>*(40 credit option not currently available, noted in the Course Handbook)</small></p> <p><b>Level 6:</b></p> <p><i>In order to qualify for the award of MA Film Distribution and Marketing with Professional Placement, a student must successfully complete all of the Level 7 modules listed above as well as the following Level 6 module:</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>PLA6003</td> <td>Professional Placement</td> <td>60</td> </tr> </tbody> </table>	Module Code	Module Name	Credit Value	MED7349	Film Audiences and the Distribution Landscape	20	MED7352	The Film Value Chain	40	GFA7003	Major Project	60	Module Code	Module Name	Credit Value	MED7353	Film Festivals, Marketing and PR	20	MED7351	Film Marketing, Planning and Deployment	40	MED7348	Digital Production in Practice	20	ADM7006	Collaborative Practice	20	MED7338	Transmedia Terror	40*	Module Code	Module Name	Credit Value	PLA6003	Professional Placement	60
Module Code	Module Name	Credit Value																																			
MED7349	Film Audiences and the Distribution Landscape	20																																			
MED7352	The Film Value Chain	40																																			
GFA7003	Major Project	60																																			
Module Code	Module Name	Credit Value																																			
MED7353	Film Festivals, Marketing and PR	20																																			
MED7351	Film Marketing, Planning and Deployment	40																																			
MED7348	Digital Production in Practice	20																																			
ADM7006	Collaborative Practice	20																																			
MED7338	Transmedia Terror	40*																																			
Module Code	Module Name	Credit Value																																			
PLA6003	Professional Placement	60																																			

**12b Structure Diagram**

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.



### 13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

#### Level 7

#### Workload

##### % time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	236
Directed Learning	1204
Private Study	360
<b>Total Hours</b>	<b>1800</b>

#### Balance of Assessment

Assessment Mode	Percentage
Coursework	80%
Exam	
In-Person	20%