Introduction:

The Cannes Film Festival is one of the premiere annual events in the international motion picture industry. Cannes is not simply a festival of film screenings; it also hosts the largest industry market in the world where filmmakers, agents, distributors, and other professionals from around the world come to buy, sell, pitch, and promote their projects.

Many filmmakers screen their films at the market in Cannes with the goal of securing a distribution deal. How do they create good "buzz" about their films in order to attract audiences and potential buyers? Many films leave the festival without any interest from distributors. Some films receive glowing reviews, while others do not fair as well with the critics. What can these filmmakers do to market their films more effectively?

A movie that is well received by audiences at Cannes might be difficult to market in another country. How should filmmakers and distributors advertise the film to these audiences? What does the poster look like? Should there be different trailers and posters for different audiences?

Course Description:

Students will attempt to answer these questions throughout the course. The course will survey the international business of motion pictures with its primary focus on marketing campaigns and distribution strategies, taking into consideration the social, political, and economic climates of various worldwide territories.

Students will attend festival screenings and analyze selected films, creating their own campaigns and strategies.

Students will also learn basic concepts of film development and finance.

Readings:

Course readings and materials will be available on eLC. We will be referring to them in class, so you need to read and review them at some point before or during the festival.
Attendance/Participation:

Attendance is mandatory. Participation is also required. You will be asked to present your work in class, critique your classmate's work, and contribute to class discussions.

Assignments:

Students will attend screenings throughout the course of the festival. Each student will complete a project prior to the start of the festival. In addition, students will be split into groups to create marketing and distribution campaigns for specific films screened at the festival. They will critique the current marketing and distribution strategy of each film and develop a new plan for positioning the films more effectively. Finally, students will split into pairs to present a pitch.

Grading:

3 Projects = 75 (25% each)

Participation = 25%

Schedule:

May 9-10: Introduction to the business of motion pictures and the festival market.

May 11-22: Cannes Film Festival. The class will meet for a brief period each day during the festival. Students will spend most of their time at festival screenings and seminars, and meetings with filmmakers and industry professionals.

May 23-June 1: In class discussions, analysis and critiques of films, and lectures on marketing campaigns, distribution strategies, and development/finance. Presentation of class projects.

A CULTURE OF HONESTY:

All academic work must meet the standards contained in “A Culture of Honesty.” Students are responsible for informing themselves about those standards before performing any academic work. The link to more detailed information about academic honesty can be found at: http://www.uga.edu/ovpi/honesty/acadhon.htm

PLEASE NOTE:

This course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.