

## FPR680 : Business of Film

The Business of Film Course integrates a student's technical and conceptual understanding of filmmaking with the practical dimensions of a managing career in the film industry. Students will examine current industry business models and develop plans to advance their careers in filmmaking. The course curriculum will help students understand the marketing of films through film festivals and the preparation of supporting materials, including press kits, film trailers, and film art. The course will also examine sale licenses, the role of sales agents, and the process of negotiating a deal to represent a film. Upon completion of this course, students will have created a trailer for their film and presented an effective marketing strategy. Topics include networking, negotiation, film festivals, marketing, financing, and international markets.

**Credits** 5