

International Film Marketing at Arcadia University

Global Perspectives...Personal Attention...Real-World Integrative Learning Experiences

Faculty

Program Director

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Professor and Director of Undergraduate
Studies

Alan W. Powell, M.F.A., Associate
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Michael Gozzard, Adjunct Professor

Sharon Pinkenson, Executive Director of
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Anita Reher, Founding Director of the
European Documentary Network

Jeffrey Erb, Film Producer

Degree and Concentrations

Master of Arts in International Film Marketing

Concentrations

Film Marketing and Management

Film Festival Management

Scriptwriting and Promotion

About the M.A. in International Film Marketing

The Profession

Marketing of film has become one of the most dynamic, rewarding and exciting fields on a global scale. Each filmmaker or promoter must position himself or herself to highlight the achievements of the films in various venues and through diverse channels available today. It is a competitive and a challenging field.

Marketing activities strengthen the films and bring them the spotlight they deserve. Films are marketed through film festivals, through the new media (including social media and direct-to-consumer channels), and in

established circuits of distribution that demand innovative strategies.

Film festivals support the cultural wealth of a community as well as the entrepreneurial, creative economy of a city, a region, the nation or on an even larger scale. Such promotional activities, from making a pitch for the film or the script to strategic positioning in the market, make it essential for good ideas to thrive. Opportunities to complete projects at film festivals add the essential dimension of global learning to students' preparation for successful careers. The M.A. degree program in International Film Marketing opens up employment or entrepreneurial opportunities in the following fields:

- Film marketing at the regional and national level
- Film promotion using public relations strategies
- Marketing and distribution
- Use of emerging, user-savvy technologies to promote films
- Strategic brand development and management for films
- Film festival management, either entrepreneurial or organizational
- Development and implementation of media strategies in film marketing and distribution

About Arcadia's Media and Communication Department

Recognized for its innovative curriculum that prepares students for creative and entrepreneurial careers in the media, the Media and Communication Department emphasizes integration between practice and theory while also providing a strong environment and opportunities for global learning. Its curriculum takes a forward-looking approach to new media and prepares students to adapt to a fast-changing and challenging work environment.

Students have taken on successful and formidable positions in the industry through their training in these programs. With a productive faculty with international backgrounds and well-recognized expertise in their fields, the Media and Communication Department provides sound support in the

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classroom and career planning. The Department also fosters collaboration with other departments on campus, including the Department of Medical Science and the School of Business.

Admission to the International Film Marketing Program

The following are required:

- A graduate application, including personal statements (at least 500 words), to be completed online at www.arcadia.edu/gradapp.
- A bachelor's degree from an accredited institution with a recommended GPA of 3.0 or better with an undergraduate major in communication, media, business, technology or social science disciplines. Applicants with other majors will be considered on an individual basis according to the extent of their undergraduate coursework in these fields.
- One official transcript from each college, university or professional school attended. Transfer credits included on a transcript must include grades earned; if not, an official transcript from the original school must be submitted. Transcripts must be sent from the issuing school in a sealed envelope and contain the appropriate signatures and seals to be considered official.
- Two letters of recommendation. The letters must be of a professional not personal nature. If the student has been out of school five years or less, at least one letter must come from a professor.
- International Applicants: Official results from the TOEFL or IELTS are required for all students for whom English is a second language, except for non-native speakers of English who hold degrees or diplomas from post-secondary institutions in English-speaking countries (e.g. the United States, Canada, England, Ireland, Australia and New Zealand). A

course-by-course evaluation of all transcripts by an independent evaluation service based in the United States also is required. International applicants should visit www.arcadia.edu/international for detailed information on admission requirements and application procedures.

Expenses

Tuition for 2011-12 is \$670 per credit.

Additional Expenses:

- Books and supplies (estimated): \$250
- Parking: \$30 per semester (Only required if classes before 4 p.m.)
- Master's thesis requires travel.

Financial Aid: Graduate students who have been accepted into a degree program and are enrolled for at least 6 credits per semester are eligible to apply for financial aid. Please visit www.arcadia.edu/financialaid for information regarding required forms and documents, most of which can be submitted online.

Graduate assistantships are available to all students registered for at least 9 credits per semester. Students may apply for assistantships upon acceptance and registration. Questions regarding graduate assistantships should be directed to the Office of Graduate and Undergraduate Studies at 215-572-2925.

Federal Loans: Graduate students are eligible to borrow through the federal Stafford Loan and federal PLUS Loan programs. Arcadia University, in partnership with AES/PHEAA, offers the no-fee Arcadia University Preferred Stafford Loan Program, which provides students with benefits that include:

- Origination and guarantee fee waivers
- Interest rate reduction during repayment
- Superior administration and servicing

All financial aid paperwork not submitted online should be sent to the Office of Enrollment Management, Attn. Financial Aid. Please e-mail finaid@arcadia.edu or call **1-877-ARCADIA** (1-877-272-2342) with additional questions.

Academic Policies and Procedures

A grade point average of “B” is required for admission to degree candidacy, internship and for graduation. A grade below “C” may not be applied toward a degree, and only 6 credits of “C” or “C+” will count toward a degree. If a failing grade is received (“C–” or below), the course may be repeated one time only with the adviser’s permission. No more than two core courses may be repeated.

A student may be dismissed for failing grades or if it is determined by the Department that the student’s conduct is unprofessional. See the general section of the Graduate catalog for more information.

Requirements for the M.A. in International Film Marketing

(39 credits)

The Program

All students in this degree program take core courses in film marketing and distribution, independent film, new media marketing and strategic media planning and evaluation.

Each concentration provides training in a specialized area of international film marketing. The concentration in Film Marketing and Management provides training in financial budget management, human resource management, and the art and practice of pitching. The emphasis in Film Festival Management is directed at preparing students to conduct or coordinate small and medium level film festivals. Courses in this concentration include: Film Festival Networks and Circuits, Creative Economy and Film Production, and Event Management. The concentration in Scriptwriting and Promotion places emphasis on scriptwriting for short film and for television, screenwriting and the art and practice of pitching.

Supervised Internships in the student’s field of specialization are required and may utilize opportunities in Greater Philadelphia area.

Students in the Film Marketing and Management concentration and the Film Festival Management concentration have an option of completing a thesis that requires travel abroad or completing a non-thesis project in case studies in their respective fields. Students in Scriptwriting and Promotion concentration will complete a master’s project in screenwriting.

Core Courses for All Concentrations (18 credits)

CM 501	Independent Film
CM 458	International Film
EN 474	Grant Writing for Non-Profits
CM 502	Global Film Distribution Networks
CM 503	New Media Marketing
CM 520	Strategic Media Planning and Evaluation

Film Marketing and Management Concentration

The following (15 credits):

CM 516	Financial/ Budget Management for Film Production
BA 612	E-Commerce
CM 504	Event Management
BA 603	Contemporary Issues in Leadership
CM 521	The Art and Practice of Pitching

Also required: (6 credits)

CM 525	Internship in Film Marketing and Management (3 credits)
CM 660	Masters’ Thesis in Film Marketing (requires travel abroad in the United States) (3 credits)
or CM 661	Film Marketing Case Studies—non-thesis option (3 credits)

Film Festival Management Concentration

The following (15 credits):

CM 506	Film Festival Networks and Circuits
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CM 522	Creative Economy and Film Production
BA 603	Contemporary Issues in Leadership
BA 600	Leadership for Effective Organizations
CM 504	Event Management

Also required: (6 credits)

CM 527	Internship in Film Festival Management (3 credits)
CM 650	Masters' Thesis in Film Festival Management (requires travel abroad to film festival) (3 credits)
or CM 651	Film Festival Management Case Studies—non-thesis option (3 credits)

Screenwriting and Promotion Concentration

The following: (15 credits)

CM 521	The Art and Practice of Pitching
CM 459	Short Film
CM 507	Short Film Script Writing
EN 419	Writing for Television
CM 508	Screenwriting

Also required: (6 credits)

CM 680	Master's Project in Screenwriting (6 credits)
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Communication Courses (CM)

CM 419 Writing for Television (3 credits)

This course is an analysis and production of writing for television and radio. General and specific principles of writing for different formats, with consideration of audiences, scope of medium and creative freedom in the production process are included. The course examines script writing as integral to the different production processes in the media. Emphasis is on a variety of forms and expressions. Focus is on documentary, entertainment and advertising scripts.

CM 458 International Film (3 credits)

This course provides an introduction to the versatility of world cinema. Film remains the richest medium around the world, as each culture and each country develops for itself a unique mode of expression in cinema. Several directors have brought to film an ingenuity that is distinctly cinematic and on par with the greatest achievements of other art forms. Even in the wake of the worst effects of globalization and the dominance of Hollywood form, its industry, its marketing and financial power, cinema around the world claims the distinction of new heights of brilliance, vast depths of its talents, and a historic as well as cultural character that is unlike any other form.

CM 459 Short Film (3 credits)

Short film is an undefined but highly ubiquitous category in world cinema. It is often measured for its length but also for its brevity as well as for its expansive and flexible reach. This course is a thorough examination of this art form, as old as cinema itself, and as expansive as cinema around the globe. This broad survey includes some classic works, the Academy Award-winning films, achievements of European cinema, various new formats within short film (anthology film, DVD compilations, etc.), and the forceful re-emergence of this art form on the Internet. The course includes extensive viewing, comprehensive journal entries, research and writing on films.

CM 501 Independent Film (3 credits)

A broad overview of American Independent film over the past 50 years, this course covers the trends and major works as well as filmmakers from cinema verite to mumblecore movement. The emergence of new technologies and re-shaping of independent cinema also is examined. The course also focuses on the complex and evolving relationships between independent cinemas and studio or big budget productions.

CM 502 Global Film Distribution Networks (3 credits)

The course aims to understand the distribution strategies and how they have changed over the past few decades, the interdependent relationship of production, marketing, distribution and exhibition. It includes the history of distribution; varieties of distribution media,

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patterns of distribution, distribution to theaters and video and TV distribution, distribution timing, release dates, common benchmarks, booking films, film rentals, distribution economics, and box office trends; acquisition of distribution rights; distribution agreements; marketing and promotion; advertising and ratings; history of exhibition; audience profile and economics; megaplexes; theater chains and giant screens; independents; online ticketing; film piracy; electronic projection; and theatrical exhibition agreements.

CM 503 **New Media Marketing** (3 credits)

The course utilizes potential uses of the new media, including the Internet, digital media and presentation techniques over the World Wide Web. The course develops strategies for successful utilization of the social media as well, including Twitter, blogs, and Web pages. Emerging patterns of customer use and corporate relations also are explored in this course.

CM 504 **Event Management** (3 credits)

The course provides comprehensive understanding of the modern event industry and prepares professionals to build their careers in a large field that includes special events, meetings, tradeshow, entertainment, festival management, theater management, and fundraising. The course facilitates theoretical knowledge on managing teamwork, organizing meetings, and completing individual and team tasks on time. Upon completion of the course, students will be able to work on managing medium- to high-profile gatherings, planning promotional parties to launch new products/ messages, or organizing share holder events.

CM 506 **Film Festival Networks and Circuits** (3 credits)

This courses is an in-depth examination of the various perspectives in "festival studies" on how film festivals constitute areas of marketing and promotion for films through national, regional and international networks. Alliances, themes and traditions of film festivals are explored. The dynamic nature of film festivals and its relationship to various conceptions of cinemas are studied.

CM 507 **Short Film Script Writing** (3 credits)

Short films present a unique challenge to writers and directors in economy of ideas and brevity of techniques as well as time. The dynamic of writing for short films is a challenge in the current world of international cinema, especially when short films are considered to be a distinct form in themselves (and not as precursors or trials for feature films). This course involves writing for short films in fiction, experimental and documentary formats. It is beneficial if taken with Short Film, CM 459.

CM 508 **Screenwriting** (3 credits)

Using a creative approach, the course examines several forms of scriptwriting (e.g., playscript, the screenplay and scripts for audio/visual media), introduces tools of critical analysis through critique of student's original work, and presents practical aspects of marketing the stage of screenplay.

CM 516 **Financial/ Budget Management for Film Production** (3 credits)

This course covers sources and methods of financing; financing underlying rights (intellectual property, title documents, etc.); preproduction services; purchase of film rights; the role of film marketing budget; items within the budget; lenders and borrowers; contracts, agreements and paperwork; raising finance; film funds; interests, fees and costs; insurance-backed financing; banking the deal and banking documents; gap financing; alternative financing; sources of revenue/profits; product placement and sponsorship.

CM 520 **Strategic Media Planning and Evaluation** (3 credits)

The course develops systematic approaches to the utilization of all media resources through evaluation, planning and assessment steps. The course includes asset management, critical nodal points in organizations, resource assessment, goals of the media campaign, and execution of strategic plans.

CM 521 **The Art and Practice of Pitching** (3 credits)

This course covers principles and practice of "pitching," presenting ideas, proposals and

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projects for fundraising, as well as distribution purposes. It utilizes traditional and current perspectives on persuasion techniques in face-to-face as well as presentation settings. It focuses on one of the most important yet neglected areas of practical experiences in the media world. It also includes off-beat ideas, as the course emphasizes learning through practice and experience.

CM 522 **Creative Economy and Film Production** (3 credits)

This course is a close examination of how film festivals contribute to the creative economy of a town, a city or a region. Relationships between cultural and economic activities are explored. It includes a broad survey of conceptions and perspectives on creative class and creative economy in the United States, Australia, the U.K. and other parts of the world. The course provides a relevant outlook on a dynamics of the emerging possibilities for marketing culture.

CM 525 **Internship in Film Marketing and Management** (3 credits)

This course is 100 hours of work plus a comprehensive report on an internship in film marketing and management settings. Effective goals assessment and workplace performance are essential. Cultivating specific alliances is emphasized.

CM 527 **Internship in Film Festival Management** (3 credits)

This course is 100 hours of work plus a comprehensive report on an internship in at a local, regional or international film festival (optional). Effective goals assessment and work place performance are essential. Cultivating specific alliances and extensive research are emphasized.

CM 650 **Masters' Thesis in Film Festival Management** (3 credits) (requires travel abroad to film festival)

Students travel to film festivals in cohort groups with a faculty supervisor for a close, practical study of the strategies of marketing. Emphasis is on examining profiles of international film and festivals.

CM 651 **Non-Thesis Option: Film Festival Management Case Studies** (3 credits)

Students will choose a specific film festival case, contact the institutions and persons involved, conduct research and present an in-depth study to campus audience as well as on web pages.

CM 660 **Masters' Thesis in Film Marketing** (3 credits)(requires travel abroad or in the United States)

Students travel to film festivals, in cohort groups with faculty supervisor for a close, practical study of the strategies of marketing. Emphasis is on international film and festivals.

CM 661 **Non-Thesis Option: Film Marketing Case Studies** (3 credits)

Students choose a specific film marketing case, contact the institutions and persons involved, conduct research, and present an in-depth study to campus audience as well as on Web pages.

CM 680 **Master's Project in Screenwriting** (6 credits)

This is a sustained and complete project on writing in short or long form for a film project. The script must include all elements of a script with a visual dimension. The script must be "pitched" to a committee and presented to campus community as well as on the Web pages.

Business Courses (BA)

BA 600 **Leadership for Effective Organizations** (3 credits)

This course studies the role that leadership plays in organizational success, with a focus on the importance of emotional intelligence in inspiring and motivating others. It explores the neuroscience research on the role of emotions in leadership behavior and examines different organizational structures and frameworks with a focus on how leadership adapts to be successful in different organizations. There is a significant focus on individual leadership where students identify their own leadership aspirations, behaviors and styles.

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BA 603

Contemporary Issues in Leadership

(3 credits; Summer; Online only)

This course is an extensive examination of contemporary thinking about effective leadership and the issues facing today's global leader. The course includes both theoretical and evidence-based understanding of the relational nature of leadership, use of individual strengths, "positive" leadership, seeing and understanding organizational systems, effective virtual and face-to-face teams, successfully leading across cultures, and the creation of desired futures.

BA 612

E-Commerce

(3 credits; Fall; Online only)

This course explores the key elements in marketing on the Internet, including branding, creating competitive advantage, planning a Web site, online research, customer relationship management, advertising, social media, and integration of online and traditional marketing strategies in a global marketplace

English Courses (EN)

474

Grant Writing for Non-Profits

(3 credits)

This course introduces the elements of fundraising through grant proposal writing for nonprofit organizations. Students identify and work with a nonprofit organization to produce a viable grant proposal. In the process, students develop skills in the areas of needs assessment, program development, budgeting, conflict resolution and negotiation, development planning, and discerning organizational strengths and weaknesses. The course also integrates an understanding of the philosophy and practice of philanthropy in the United States. Instructional formats include lecture, group work, writing practice, guest speakers, media analysis, online discussion, and field experience.