

<p><b>MODUE TITLE</b></p> <p>3.6. Film Promotion &amp; Distribution</p>	<p><b>ECTS Credits</b></p> <p>6</p>
	<p><b>Language(s) of instruction</b></p> <p>English</p>
<p><b>Skills that the student will acquire with this subject</b></p> <p><b>BASIC SKILLS:</b></p> <p><b>CB4.</b> Student can transmit information, ideas, problems and solutions to both specialised and non-specialised audiences.</p> <p><b>CB6.</b> Student can cope with complex situations or situations that require the development of new solutions both in the academic and work or professional field within their field of study.</p> <p><b>GENERAL SKILLS:</b></p> <p><b>CG6.</b> Raises new questions, seeks different ways of doing things and creates different contexts to find creative solutions for situations.</p> <p><b>SPECIFIC SKILLS:</b></p> <p><b>SC5.</b> Communicates in writing in a clear, coherent and effective way, in several languages, attending to the needs of the context.</p> <p><b>SC9.</b> Promotes and disseminates communication projects in different media and channels, considering their characteristics and needs.</p>	
<p><b>Learning outcomes the student will acquire with this subject</b></p> <ul style="list-style-type: none"> <li>• Shows a creative point of view when making a promotional campaign.</li> <li>• The student can write in English for a promotional campaign, using various translation tools and strategies.</li> <li>• The student can produce a promotional campaign for different media, considering the corresponding channel's characteristics.</li> </ul>	
<p><b>Teaching-learning methodology and its relationship to the skills the student must acquire</b></p> <p><b>ME1.</b> Master class</p> <p><b>ME4.</b> Cooperative learning</p> <p><b>ME6.</b> Project-based learning</p>	
<p><b>Training activities</b></p> <p><b>ACTIVITY-HOURS-FORMAT (% FACE-TO-FACE AND NON-FACE-TO-FACE)</b></p> <p>Face-to-face activities (45 hours, 30 %):</p> <p><b>AP1.</b> Development, writing and presentation of individual work: 5 hours.</p> <p><b>AP2.</b> Development, writing and presentation of group work: 10 hours AP3.</p> <p><b>AP4.</b> Viewing and analysis of videos: 5 hours</p> <p><b>AP5.</b> Workshops oriented to the acquisition of competences: 10 hours AP6.</p> <p><b>AP18.</b> Tutoring: 15 hours</p>	

Non-face-to-face activities (105 hours, 70 %):

**ANP1.** Study and autonomous work: 20 hours

**ANP2.** Study and group work: 85 hours

### **Skills acquisition assessment**

#### **ASSESSMENT-WEIGHT**

**EV1.** Group work: 60%

**EV2.** Individual work: 15%

**EV3.** Exhibitions and presentations: 15%

**EV6.** Student self-evaluation and co-evaluation: 10%

### **Summary of course content**

- Characteristics of new markets
- New models of online distribution
- Crowdfunding strategy
- Social media strategy as a new way for film promotion
- Film festival strategy
- Distribution plan
- Pitching your project