

**Syllabus**  
**Cinema Marketing Films**

**A. General Information**

<b>1. Academic Unit</b>	Facultad de Comunicaciones					
<b>2. Program</b>	Cine					
<b>3. Code</b>	CIN429					
<b>4. Location on the grid</b>	VIII Semester, IV Year					
<b>5. Credits</b>	8					
<b>6. Type of course</b>	Mandatory	x	Elective		Optional	
<b>7. Duration</b>	Bimonthly		Semi-annual	x	Annual	
<b>8. Modules per week</b>	Theoretical	2	Practical		Teacher Assistant	
<b>9. Class hours</b>	Classes	68	Teaching Assistance			
<b>10. Prerequisites</b>	Executive Production II – English Level V					

**B. Contribution to the Graduate's Profile**

The Cinema Marketing Film course will provide students with a global vision of Film Marketing and provides tools to understand the different strategies applied to the launch of each title based on its target, positioning and commercial possibilities. Along with this, it will provide a look at Films in Chile, comparing it with other countries in the region, defining its main actors, current and future market capacities.

Students will examine how Film Distribution works, what is its role is in the process, and how it relates to National Production Companies. In addition, they will build a marketing campaign for the release of the film shot at the University.

Marketing Film, is part of the Professional Qualification cycle and contributes to the following Generic Competencies: Entrepreneurship and Leadership, Ethics, Global Vision and Efficiency and to the following Specific Competencies of the career: Management of Cinematographic and Cultural Projects, Work in Film Crews and Creativity.

### C. Competencies and Learning Outcomes from the Course

Generic Competencies	General Learning Outcomes
Entrepreneurship and Leadership	Performs a global and comparative analysis of the national and international panorama of film premieres from the point of view of marketing based on group and individual practical work.
Ethics	
Global Vision	
Efficiency	
Specific Competencies	Examines results of the film industry and discovers how it is composed and which agents are involved in it through practical activities.
Cinematographic and Cultural Project Management	
Work in Film Crews	Designs a Global Marketing Strategy for a feature film.
Creativity	

### D. Content Units and Learning Results

Units and Content	Competency	Learning Outcomes
<b>Unit I: INTRODUCTION TO THE CHILEAN FILM MARKET.</b> <ul style="list-style-type: none"> <li>• Cinema in Chile, its evolution and its importance in the region.</li> <li>• The Industry in Chile:               <ul style="list-style-type: none"> <li>- Screens, Exhibitors, Distributors.</li> <li>- Growth, Monthly and Regional Results.</li> <li>- Ranking of International and National Films.</li> </ul> </li> <li>• Chilean Films:               <ul style="list-style-type: none"> <li>- Industry Strategies.</li> <li>- Chilean Role in the Latin Film Market.</li> <li>- Chilean Film and Premiere Ranking.</li> <li>- Chilean Film behavior in the market.</li> <li>- Understand how the film industry Works and who are the main players.</li> </ul> </li> </ul>	<i>Entrepreneurship and Leadership</i>	Analyzes the ranking of films released in Chile and their behavior in the national and regional market based on national and international reports.
	<i>Ethics</i>	Analyzes through group discussion activities, what are the preferred genres or movies in the course group and graph results.
	<i>Efficiency</i>	Examines the film industry and who are the main players, through case studies.
	<i>Global Vision</i>	Evaluates the importance of the atmosphere in marketing and the audience by doing on site visits and screening of a film.
	<i>Cinematographic and Cultural Project Management</i>	Evaluates the growth of the industry in recent years, through the review of the rankings of Chile and the world.
	<i>Work in Film Crews</i>	Analyzes through data and updated statistical tables, the different exhibitors and distributors, number of screens nationwide, ranking of film theaters and admissions.
	<i>Creativity</i>	

<p><b>Unidad 2: INTRODUCTION TO FILM DISTRIBUTION.</b></p> <ul style="list-style-type: none"> <li>• What does a distributor do? What is his role? And, why do we need them?</li> <li>• Primary and Secondary Target of a Film.</li> <li>• Strategic Positioning and Comparative Films.</li> </ul>	<p><i>Entrepreneurship and Leadership</i></p> <p><i>Ethics</i></p> <p><i>Efficiency</i></p> <p><i>Global Vision</i></p> <p><i>Cinematographic and Cultural Project Management</i></p> <p><i>Work in Film Crews</i></p> <p><i>Creativity</i></p>	<p>Tests upcoming Chilean releases by screening different trailers.</p> <p>Identifies target and film positioning through the analysis of different feature films and their campaigns, case studies.</p> <p>Determines the message to communicate of films with different genres and commercial size, through the analysis of comparable films.</p>
<p><b>Unidad 3: CINEMATOGRAPHIC MARKETING.</b></p> <ul style="list-style-type: none"> <li>• Media Plan.</li> <li>• Press Plan.</li> <li>• Digital Plan and Social Media.</li> <li>• Partner Promotions, Placements, Media and Synergy with associated companies.</li> <li>• Activities in Film Theaters, Avant Premieres.</li> </ul>	<p><i>Entrepreneurship and Leadership</i></p> <p><i>Ethics</i></p> <p><i>Efficiency</i></p> <p><i>Global Vision</i></p> <p><i>Cinematographic and Cultural Project Management</i></p> <p><i>Work in Film Crews</i></p> <p><i>Creativity</i></p>	<p>Analyzes through case studies, different film marketing campaigns and discovers the diverse actions that are planned and executed for the promotion of feature films.</p>
<p><b>Unidad 4: APPLIED MARKETING.</b></p> <ul style="list-style-type: none"> <li>• SWOT analysis of each film.</li> <li>• The importance of the runner and the premiere date.</li> <li>• Post-Premiere.</li> <li>• Development of Gantt Chart and Responsibilities in the process.</li> <li>• The Creative Process, the Implementations and their follow-up.</li> <li>• How is a movie scheduled in film theaters?</li> </ul>	<p><i>Entrepreneurship and Leadership</i></p> <p><i>Ethics</i></p> <p><i>Efficiency</i></p> <p><i>Global Vision</i></p> <p><i>Cinematographic and Cultural Project Management</i></p>	<p>Defines the target through a FODA analysis.</p> <p>Executes and oral presentation of SWOT analysis, of a film to be premiered in Chile.</p> <p>Examines the current conditions of the industry to define the premiere date and its competition, through the analysis of the Competitive document, which is used by the film industry to schedule premieres in</p>

<ul style="list-style-type: none"> <li>• The importance of the premiere date and the competition.</li> </ul>	<i>Work in Film Crews</i>  <i>Creativity</i>	Chile.
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### E. Teaching Methods

In order to achieve the objectives proposed in the course, an active methodology will be developed, in which the teacher will promote the intellectual and practical development of the students through different interactive strategies such as: case analysis, guest participation, field trips, and group work focused on applying what they learned in a campaign for a future national film premiere.

### F. Evaluation

Students will do research exercises and draw conclusions that show analysis and reflection, which contribute to the development of their own films.

In addition, they will have to develop an applied final practical work and must make an oral presentation.

### G. Learning Resources

- Informe Anual Estadísticas Culturales INE. <https://www.ine.gob.cl/prensa/2022/01/19/informe-anual-de-estad%C3%ADsticas-culturales-muestra-irrupci%C3%B3n-de-los-contenidos-digitales-ante-impacto-de-la-crisis-sanitaria>
- <https://www.caem.cl/>
- Resumen evolutivo cine chileno 1989-2008. <http://www.memoriachilena.gob.cl/602/w3-article-3376.html>
- Acuerdo exhibición CAEM. [file:///C:/Users/Usuario%20UDD/Downloads/Modificaciones\\_al\\_Convenio\\_17.01.2018\\_1.pdf](file:///C:/Users/Usuario%20UDD/Downloads/Modificaciones_al_Convenio_17.01.2018_1.pdf)