



蘇州大學
Soochow University

FIL 470 Business, Media and Marketing

Fall 2023

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email: TBA

COURSE OBJECTIVES

Illuminating at a macro level, this course provides students with a comprehensive framework of the business of media production. It explores how a media idea can evolve from a mere concept to a fully realized project, guiding students through the various stages of development, production, distribution, and marketing. Each student will be tasked with creating and presenting a comprehensive pitch, demo, and underlying development materials for a hypothetical media project of their choice. This project can be in the form of a film, TV series, web series, or any other media content suitable for the platforms discussed in the course.

Upon completion of this course, students will be able to:

1. Gain a strong foundation in media content production as a business profession;
2. Understand the significance of each production stage and its role in the overall production process;
3. Analyze case studies of successful media projects to identify best practices in each production stage;
4. Develop effective distribution and marketing strategies for media projects, considering different platforms and methods to reach and engage target audiences;
5. Apply their knowledge to create a well-structured and realistic media business plan for a hypothetical media project.

PREREQUISITES

N/A



GRADING

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

ITEM	POINTS
Assignments	40 Points
Midterm	25 Points
Final Project	35 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

Jeff Ulin, *The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World*, 1st Edition, Focal Press, 2009.

Recommended (Optional) Texts or Other Materials:

None

COURSE TOPICS

MODULE	TASKS
Module 1	Topics: Topic 1: Introduction: Framework of Business of Production Topic 2: Conceiving and Developing the Media Project Topic 3: Storyboarding and Visualizing Topic 4: Market Research and Audience Analysis Assignment#1



Module 2	Topics: Topic 5: Pre-Production: Planning and Logistics Topic 6: Financing and Budgeting Topic 7: The Production Phase Topic 8: Post-Production Assignment#2
Module 3	Topics: Topic 9: Marketing and Promotion Topic 10: Advertising Technology Topic 11: Platforms and Contents Topic 12: Domestic and Global Media Markets Assignment#3 Assessments: Midterm
Module 4	Topics: Topic 13: Distribution Strategies and Platforms Topic 14: The Role of Film Festivals and Markets Topic 15: Case Studies: Successful Media Campaigns Topic 16: Guest Speakers from Different Media Professions Assignment#4
Module 5	Topics: Topic 17: Field Trip: Studio Tour Topic 18: Crafting an Effective Pitch for Your Media Project Topic 19: Demo Development Topic 20: Pitch Presentation, Peer Feedback and Evaluation Final Project

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings



and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at



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Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.