

Film Promotion & Distribution



The Film Promotion & Distribution Program focuses on the skills of marketing and advertising as they apply to the specific venues of film. The ability to create enthusiasm and get publicity to showcase artistic talent can lead to a very fulfilling career. This program trains our students to be dynamic and outgoing to promote a film, TV show, or actor. These skills can then be used to promote independent productions or find work with bigger production companies. In the end students will have a portfolio of their work to show prospective employers.

Diploma in Film Promotion & Distribution

Students finish with a recognized Diploma.

Career Path:

With this program you can find a career as a distributor, marketing assistant, publicity assistant, advertising representative, promotion specialist, entertainment business manager, communications specialist, media relations officer, public relations consultant, and performers agent.

Courses:

Students take the following courses in the sequence show.

FT110 - An Introduction to Film Production

This course is a general introduction to the overall process of creating a film/video project from beginning to end. The course begins with the understanding of how an

idea is developed into a shooting script, moves to preparing for the production by breaking down the script and continues with casting and crewing. Next comes producing, shooting, directing, and the whole process of post-production. Also examined are budgeting, funding and distribution.

PD100 - Business Writing & Communications

This course explores the written and oral communication needed for a professional in the promotion business. The emphasis is on the strategies and formats that lead to effective communication; writing the solution, packaging the solution, and presenting the solution. Various writing formats are studied as well as formal and informal public speaking.

PD120 Advertising & The Media

This course is an in-depth look at how to advertise. The course studies effective advertising in all venues including the digital world. Students learn how to generate creative ideas and reach the target market.

FT120 - Early Film History

The course provides an introduction to the earliest technical and aesthetic developments of the motion pictures, as well as the simultaneous historical, societal and artistic impact on and of the form. Characteristics and techniques of the silent film era are examined in detail, followed by early film sound development, German Expressionism, French Surrealism, Soviet Montage, and the varied genres of the classical Hollywood studio film.

PD130 Getting Publicity

This course examines what publicity is, how to get it, and how to make the most of it. In this comprehensive course students learn how to write press releases, create publicity, and handle bad press among other topics. Historical cases are studied both from the film and television industries and outside of these industries.

FT140 Modern Film History

This course is a continuation of FT120, Early Film History. This course traces further the cause and effect evolution of North American European and Asian film techniques by studying history and theory. The time period studied is from the mid-fifties to the present day.

PD140 Movie Marketing I

The course provides an introduction into the marketing and promotion of film and television projects. Topics studied include: a schedule for a one-year plan, researching, film markets, and film festivals. Also studied is how to get funding for a project, and how to capture an audience using traditional & radical marketing techniques.

DA300 - The Business of Acting

This is a course about being a professional actor in Canada. This course looks at their troubles and how to overcome them. All aspects of the business of acting and self-promotion are studied as well as identifying what success is.

PD240 Movie Marketing II

Course study continues from PD140, Movie Marketing I, with further study of festivals and market places around the world. Practical study includes tracking of current film & television projects on their successes and failures, and working in groups to create a five-year business plan. Also studied is how to network to build contacts in Toronto, North America, and world-wide.

FP170 - Studio Projects

This is a practical and hands-on course. Week to week assignments will guide the student through the process of producing either a short drama or documentary, and a music video. Special guests will assist the students in the production and editing process.

PD250 Promotion Projects

Course work provides an in-depth study of promotion as it relates to film and television. Students explore valuable tools including a business plan, budgeting, and research and using various marketing venues such as the internet, media, magazines, and brochures. Students take on a real project creating a working business plan and executing major components of the plan.

General Elective

Students may choose from the following selection of courses to pursue more study in a topic of interest. # SW110, SW120, FT130, DA100, DA120.