COURSE DETAIL

LABORATORY OF MANAGEMENT OF THE FILM INDUSTRY
Country Italy
Host Institution University of Bologna
Program(s) University of Bologna
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Film & Media Studies Business Administration
UCEAP Course Number 157
UCEAP Course Suffix
UCEAP Official Title LABORATORY OF MANAGEMENT OF THE FILM INDUSTRY
UCEAP Transcript Title MGMT FILM INDUSTRY
UCEAP Quarter Units 2.00
UCEAP Semester Units 1.30

Course Description

The course is part of the Laurea Magistrale program and students are permitted to take the course with instructor consent. Commerce and art collide in the film marketplace every day. Is there a line between business and art, content and promotion, the bottom line and award accolades? This course explores the reality behind big budget art. The course details the life of two fundamentally different products: the independent and studio film. From concept inception to final net revenue reality, the course investigates basic aspects of development, finance, production, marketing, and distribution by investigating two roles 1) indie producer and 2) studio executive. The course focuses on the history of the U.S. production distribution studio machine as the primary market maker that has recently shifted towards international distribution and streaming. It provides an overview of the history of film from a business perspective, outlines the basic terminology of filmmaking development, finance, and production, and outlines indie to studio structures. The course also focuses on the major tools of the marketing executive, their budget, partnership structures, and the essence of timing media for film campaigns.

Language(s) of Instruction
English

Host Institution Course Number
32531

Host Institution Course Title
LABORATORY OF MANAGEMENT OF THE FILM INDUSTRY

Host Institution Course Details
https://www.unibo.it/en/study/phd-professional-masters-specialisation-schools-a…

Host Institution Campus
BOLOGNA

Host Institution Faculty

Host Institution Degree
LM in INNOVATION AND ORGANIZATION OF CULTURE AND THE ARTS

Host Institution Department
MANAGEMENT

Course Last Reviewed
2023-2024

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