Universidad de Navarra

Film and TV Marketing

Teaching guide 2026-27

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INTRODUCTION

- **Description**: Course about designing multi-platform marketing campaigns to market and release films and television shows
- **Degree**: Audiovisual Communication, Marketing & Journalism
- **Module**:
  - Audiovisual Communication. Module VI. Elective courses
  - Journalism. Module V. Elective courses
  - Marketing. Module VII. Elective Courses.
- **ECTS**: 3
- **Year, semester**: 3rd & 4th year, 1st semester
- **Type of course**: Elective course
- **Instructors**: Guillermo Velasco (Big Bang Box & AF Pictures, profesor invitado), Joaquín Rodríguez Moldenhauer (Atresmedia, invitado) & Dr. Enrique Guerrero (Profesor Titular de Universidad)
- **Language**: English
- **Lecture schedule**: Friday, 12:00-15:00 (8 weeks), room 3 (School of Communication). Check the course schedule.

LEARNING OUTCOMES (Competencies)

Course competencies

- To learn the main marketing strategies.
- To analyze the audiovisual market trends.
- To use market research tools.
- To understand the nature of audiovisual contents as products.
- To design audiovisual marketing campaigns for films and TV shows.

LEARNING OUTCOMES (Audiovisual Communication)

1.KNOWLEDGE

- RA9 - Knowing the main strategies employed in scheduling audiovisual content.
- RA24 - Being familiar with the fundamentals of managing audiovisual companies (production, distribution and exhibition/broadcasting).

2.SKILLS

- RA13 - Applying the technical, technological and professional knowledge necessary to develop audiovisual material.
- RA14 - Engaging in responsible decision making and problem solving by applying teamwork and leadership skills.
- RAO8 - Being familiar with and applying marketing and media-planning tools.
- RAO13 - Identifying and applying the elements specific to audiovisual production in the different phases of the audiovisual content production process.

3.COMPETENCES

- RA27 - Devising and participating in collaborative audiovisual projects.
- RA28 - Analyzing audiovisual formats within the context of audiovisual communication's structure and markets.

DEGREE COMPETENCES (Marketing)

- CEO3 Understand the fundamentals, tools, and work methods of creative communication.

- CEO4 Apply analytical and strategic thinking to the development of communication and innovation projects.
- CEO9 Apply knowledge of marketing to the television and film sector, direct and promotional marketing.
- CEO9 Acquire skills to develop communication and marketing campaigns based on storytelling.

LEARNING OUTCOMES (Journalism)

1.SKILLS

- RAO6 - Apply creative thinking and practical skills in the development of design projects
- RAO8 - Know and put into practice different marketing techniques and media planning tools.
- RAO10 - Apply teamwork and leadership skills aimed at responsible decision-making and problem-solving.

PROGRAM

TELEVISION MARKETING

Marketing campaigns are essential for the success of a TV show. In this course, you will learn to produce persuasive promotional teasers as part of effective marketing campaigns.

1. TV MARKETING CAMPAIGNS: RELEASING TV SHOWS

1.1. The Marketing department in a television company

1.2. The brand

1.3. The brief

1.4. Promotional campaigns

FILM MARKETING

Film marketers are key to the success of a movie. They design 360ª strategies for how with one aim: “butts on seats”. In this complex and quickly changing landscape, this course will guide you through the main aspects of marketing and releasing a movie.

The course will start with a blockbuster movie screening with a real “hands on” work approach through a complete marketing plan:

-Positioning.

- Strategy and target definition.

- Creative: the message and the key materials (trailer, TV spots, online).

- The “flight plan”: advertising, publicity and promotions (the P&A Budget).

Students will also get a sense of industry facts and key data.

1. LAUNCHING A MOVIE: THE COMPLETE MARKETING AND RELEASE STRATEGY FOR A BLOCKBUSTER MOVIE

1.1. Positioning

1.2. Release strategy

1.3. Advertising & PR: Planning and flight plan

1.4. Materials and examples

2. “THE GOLDEN TRIANGLE” OF FILM INDUSTRY AND ITS KEY PLAYERS

2.1. Producers/production companies

2.2. Distribution (local/global)

2.3. Exhibitors

2.4. The market: trends and key data

3. THE AUDIOVISUAL PRODUCT

3.1. Characteristics

3.2. The window system

3.3. Genre and spectators

3.4 Research and tools

3.5. Creative “input” on key materials and examples

4. STRATEGIC KEYS OF THE MOVIE BUSINESS

4.1. Rights acquisition

4.2. Agreements

4.3. Industry events and markets

5. FINAL MARKETING PLAN

5.1. Positioning and target definition

5.2. Marketing plan: advertising, publicity and promotions

5.3. Release strategy: dates, circuits, estimates

5.4 P&A budget

EDUCATIONAL ACTIVITIES

TV MARKETING: 17.5 HOURS

Classroom activities (6 hours): Lectures (including oral presentations by the students). **Class attendance is mandatory** in order to be able to design a TV promotional campaign and to present it in the classroom.

Personal work in groups (11 hours): Promotional campaign for the release of a TV show.

-Dossier explaining the concept and key elements of the TV campaign (creative concept, claim, positioning, target, etcetera) (5-6 pages document).

-Teaser: the most representative teaser produced for the campaign (30"-1').

-Oral presentation explaining the campaign (4'-5').

Workshop (0.5 hour): practical workshop about the TV promotional campaign (on demand).

FILM MARKETING: 57.5 HOURS

Classroom activities (15 hours): Lectures will start reviewing a movie marketing plan. From there, we will work on several movie examples to learn and build all the elements of a marketing and release plan for a cinema movie. **Class attendance is mandatory** in order to be able to design a Film marketing campaign and to present it in the classroom on the last day of the course.

Film screenings (4 hours): To watch a selection of recommended films.

Personal study (17 hours).

Personal work (3 hours):

-To write an essay (class assignment) (1-2 pages document).

Personal work in groups (15.25 hours): Marketing campaign for the release of a film in theaters.

-Dossier explaining the concept and key elements of the film marketing campaign (creative concept, claim, positioning, target, etcetera) (10-15 pages document).

-Teaser: the most representative teaser produced for the campaign (1').

-Film poster (DIN A4).

Exam (3 hours):

-Oral presentation explaining the film marketing campaign (8'-9') on the last day of the course. After the presentation, the professor will lead a Q&A session to evaluate the marketing campaign and how students have integrated theoretical concepts into their practical work.

Tutorial (0.25 hour).

ASSESSMENT

Students whose final grade is 5 points or more will pass the course. Class attendance is mandatory.

Exam: 5 points.

-Film marketing campaign (including dossier, teaser, film poster and oral presentation) and Q&A: 5 points.

Assignments and projects: 4 points.

-TV promotional campaign (including dossier, teaser and oral presentation): 3 points

-Film marketing assignment (essay): 1 point.

Class attendance: 1 point.

-The professor will conduct random attendance checks.

Special assessment in June

Exam: 5 points.

-Film marketing campaign (including dossier, teaser and film poster) and video-presentation (4'-5'): 5 points.

Assignments and projects: 4 points.

-TV promotional campaign (including dossier and teaser) and video-presentation (2'-3'): 3 points.

-Film marketing assignment (essay): 1 point.

Class attendance: 1 point.

-Extra assignment (essay): 1 point.

***The use of **AI** tools is permitted in an ethical and transparent manner, provided that they are employed as a working aid and not as a substitute for the student. It is the student's responsibility to verify the accuracy of the information. The use of AI must be declared, and a link to the conversation with the AI assistant must be provided to the professor (included in the submitted document), with the aim of evaluating the working process and not only the final result.

The School of Communication advocates the ethical use of documentary sources and ICT resources.

For this reason, any and all forms of plagiarism are completely unacceptable in this subject (including the unethical use of AI). Plagiarism will be penalized across all tasks: projects, exercises and examinations. Plagiarism is defined as the whole or partial use of textual, graphic and/or audiovisual contents produced by a third party -including AI tools- without crediting the original author(s) or source(s). Plagiarism and AI detection tools will be used: Turnitin, Scribber, Quillbot, GPTZero...

Likewise, any form of fraud, deception, pretense or falsification aimed at improving one's academic results by illicit means will be penalized.

Correct spelling and grammatical accuracy are to be observed in all written tasks and examinations. The evaluation of such activities take these requirements into account.

Academic projects that draw on books, articles, films, websites and/or any other documentary sources should include a complete list of works cited. The style guide of the American Psychological Association (APA) is to be followed in this regard.

OFFICE HOURS

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BIBLIOGRAPHY

FILM MARKETING

- Film Marketing, Finula Kerrigan Find it in the Library
- The Complete independent Movie Marketing, Mark Steven Bosko Find it in the Library
- Marketing to Moviegoers: A Handbook of Strategies and Tactics, Robert Marich Find it in the Library electronic version Find it in the Library print version
- Movie Marketing: Opening the Picture and Giving It Legs, Tiiu Lukk Find it in the Library

TV MARKETING

- Marketing en televisión, Antonio Baraybar Fernández Find it in the Library

- Media promotion and marketing for broadcasting, cable, and the Internet, Susan Tyler Eastman, Douglas A. Ferguson, Robert A. Klein Find it in the Library Electronic and print version
- Prime Time: Network television programming, Richard A. Blum, Richard D. Lindheim Find it in the Library
- Promotion: Autopromociones televisivas en España. Javier Pérez Sánchez. Ed. Eunsa Find it in the Libraru print and electronic version

WEBS

- https://www.motionpictures.org
- www.boxoffice.com
- www.boxofficeguru.com
- www.imdb.com
- www.miptrends.com
- www.the-numbers.com
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