



Universidad
de Navarra

Film and TV Marketing

Guía docente 2024-25

INTRODUCTION

- **Description:** Course about designing multi-platform marketing campaigns to market and release films and television shows
- **Degree:** Audiovisual Communication, Marketing & Journalism
- **Module:** VII. Elective courses (optativas)
- **ECTS:** 3
- **Year, semester:** 3rd & 4th year, 1st semester
- **Type of course:** Elective course
- **Instructors:** Guillermo Velasco (Big Bang Box, 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](#)

COMPETENCES

Course competences

- 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.

Degree competences (Audiovisual Communication)

- CEO4 - Being familiar with and applying marketing and media-planning tools.
- CEO15 - Identifying and applying the elements specific to audiovisual production in the different phases of the audiovisual content production process.
- CG4 - Applying the technical, technological and professional knowledge necessary to develop audiovisual material.
- CG5 - Engaging in responsible decision making and problem solving by applying teamwork and leadership skills.
- CE10 - Being familiar with the fundamentals of managing audiovisual companies (production, distribution and exhibition/broadcasting).
- CE11 - Analyzing audiovisual formats within the context of audiovisual communication's structure and markets.
- CE12 - Knowing the main strategies employed in scheduling audiovisual content.
- CE17 - Devising and participating in collaborative audiovisual projects.

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.



Universidad
de Navarra

- CEO9 Acquire skills to develop communication and marketing campaigns based on storytelling.

Degree competences (Journalism)

- CEO1 - Apply creative thinking and practical skills in the development of design projects.
- CEO4 - Know and put into practice different marketing techniques and media planning tools.
- CEO11 - 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 360° 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



Universidad
de Navarra

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: 20 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 (13.5 hours): Promotional campaign for the release of a TV show.

-Visual 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 minutes).



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de Navarra

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

FILM MARKETING: 55 HOURS

Classroom activities (18 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 write some course essays.

Film screenings (4 hours).

Personal study (20 hours).

Personal work (10.75 hours):

-To watch a selection of recommended films.

-To write two short essays (class assignments).

Tutorial (0.25 hour).

ASSESSMENT

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

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

-Film MK exam: 6 points.

-Class attendance (including two assignments in Film marketing): 1 point.

Special assessment in June

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

-Film MK exam: 6 points.

-Class attendance (optional): 1 point (extra question in the exam).

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).

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



Universidad
de Navarra

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
- The Complete independent Movie Marketing, Mark Steven Bosko
- Marketing to Moviegoers: A Handbook of Strategies and Tactics, Robert Marich
- Movie Marketing: Opening the Picture and Giving It Legs, Tiiu Lukk

TV MARKETING

- Marketing en televisión, Antonio Baraybar Fernández
- Media promotion and marketing for broadcasting, cable, and the Internet, Susan Tyler Eastman, Douglas A. Ferguson, Robert A. Klein
- Prime Time: Network television programming, Richard A. Blum, Richard D. Lindheim
- Promotion: Autopromociones televisivas en España. Javier Pérez Sánchez. Ed. Eunsa

WEBS

- <https://www.motionpictures.org>
- www.boxoffice.com
- www.boxofficeguru.com
- www.imdb.com
- www.miptrends.com
- www.the-numbers.com
- www.screendaily.com
- www.broadcastnow.co.uk
- www.nexttv.com/broadcasting-cable
- www.fotogramas.net
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