

Course outline: Marketing, Distribution, Sales and Exhibition (MDSE)

The MA in Marketing, Distribution, Sales and Exhibition is a specialisation within the broader MA in Film and Television.

The course aims to provide students with the skills, knowledge and experience to become highly employable MDSE executives in the film, television, and games industries. The emphasis will be very much on the practical application of these competencies, delivered through seminars, workshops and mentoring with key industry experts, and enhanced by company visits, field trips to key markets and conferences, and the opportunity to embed this learning in valuable work placements that will form a solid part of students' CVs and prepare them for the careers market before completing the course.

The course will focus on eight modules over the two years, as well as a wealth of other workshops and exercises. Each module will produce an assessed piece of work and some will provide an opportunity to work with students from other NFTS courses.

Year One

MODULE 1: Introduction Marketing & Distribution Planning - Film, Television and Gaming – Students will be introduced to the marketing and distribution landscape and processes of films, television and games, working on 2 projects where they collaborate with students from the Games and Producing MAs.

MODULE 2: Audiences – Defining, Finding and Reaching Them – Audiences is an integral theme throughout the entire course, however this module will focus on the importance of defining them in as much detail as possible. The students each research an audience segment, set by the BFI, and provide their findings, analysis, conclusions and recommendations back to the industry for their use in future planning.

MODULE 3: Work Placement & Company Analysis – Students will undertake a 6 week work placement in a film, television or games company, and present a comprehensive analysis of the business in which they've worked.

MODULE 4: Territory Analysis – This module covers the MDSE from an international perspective, looking at the landscapes in different territories and the

challenges and opportunities the face. Student partner with Producing students to research a specific country and report their findings back to the class

Year Two

MODULE 5: Dissertation – Students are encouraged to study a MDSE subject that they feel passionate about and where the industry can learn from their research and recommendations.

MODULE 6 The Sales, Acquisitions & Commissioning Process – This module is a complete immersion in the processes involved in acquiring and commissioning content. As part of embedding their learnings on this module, students undertake a placement at the European Film Market in Berlin.

MODULE 7: Work Placement & Company Analysis – this is the students' second placement of their course and will be tailored to their career aspirations as they near graduation.

MODULE 8: Graduation Portfolio Project: Produce a Marketing and Distribution Plan for A Feature Film, television show or Game – Students consolidate their learning from the entire MA course to work on 'live' content and produce a portfolio that includes distribution, marketing and publicity strategies and marketing assets such as trailer and posters.