

Course outline: Creative Business

The MA in Creative Business is a specialisation within the broader **MA in Film and Television**.

The course is essentially group seminar-based throughout the two years, supplemented by one-to-one tuition.

The course consists of seven modules. Each module has an associated assignment, and takes the student a step further as well as reviewing and consolidating previous knowledge.

Year 1 (Term 1-3)

The course begins with the NFTS' all-school cross-specialisation 'Springboard Week'. This is an opportunity for course participants to meet and collaborate with their peers across the School. While the focus is predominantly on visual mediums, Creative Business students are encouraged to make contacts and to engage in the creative process in teams.

This is followed by 'Mapping The Landscape', a 16-week (T1 and T2) introduction to the value chain, and business models and culture, of each of the media domains. This introductory module culminates in the first piece of written work, the **Mapping the Landscape Essay** (due T2). Even beyond T1, The Mapping the Landscape approach will continue throughout the two-year course with plenary sessions for all the Creative Business students, and regular lectures and guests.

Students then attend seminars and tutorials covering the following: marketing and branding, salesmanship and deal-making, leadership, human resource management,

practical finance, accounting, legal and business affairs for the creative industries, excel modelling, and training in presentation. These are concentrated in T2, as students work on their **Business Case Study** (due early T3), and continue in T3.

The Creative Business study year ends with the delivery and presentation of a **Creative Business Deck** (due end of T3) for a new business/project financing, or new venture within an existing company. Upon completion of their **Dissertation** (Module 4), students may elect to exit the course with a Diploma qualification. (Please see the Credit Framework in Section 1 of this Handbook.)

Students who continue onto Year 2 of the MA may use the **Creative Business Deck** (Assignment element of Module 3) as a basis in terms of structure/presentation (and possibly for subject matter) of the **Final Business Portfolio** (due T6)

Running throughout the year the course also provides: specialist seminars led by industry practitioners from each domain, keynote sessions with leading figures from across the full spectrum of the creative industries, and trade meetings. There will also be ad hoc 'meet the industry' events. These sessions will include sessions in ESG (Environmental, Societal and Governance) issues; on digital advertising and influencer marketing; on utilisation of AI and other relevant technologies in media creation and distribution; on joint sessions with other NFTS courses around the business models of their disciplines; and on personal marketing, values, team work and career development

Year 2 (Term 4-6)

At the beginning of the second year, Creative Business students are invited to attend the annual NFTS Graduation Shows where NFTS graduation film and television work is presented to the film/television industry.

Term 4 consists of **Marketing 360 & the Aardman Challenge**. This is a course of lectures, class exercises, case studies and industry guests designed to equip students with a powerful overview of the critical role of marketing and branding in all

aspects of the entertainment industry, combined with a unique collaborative project, The Aardman Challenge. The combined effect is to produce a rounded experience including theory, industry analysis, student exercises and presentations, and a practical, industry-real, self-starting collaborative endeavour. The taught part of the schedule covers marketing across 9 dimensions, from an overview of entertainment marketing, through customer centricity and lifetime value, segmentation, nudging, traditional media, digital marketing, social media marketing, ethics and new technologies. It includes lectures, guests and a weekly classroom presentation exercise including homework. The Aardman component requires students to research and find creative proposals from within the artist community at the NFTS, for development as a brand/commercialisation concept and presentation to a panel including the founders of Aardman Studios. The deadline for this assignment will fall at the end of T4.

In Term 5, students complete work experience in the industry for four weeks, followed by writing-up and delivering their sixth Assignment, the **Market Analysis** (due at the start of T6). Students are supported with one-to-one tutorials during the writing-up period, and then make a final presentation of the Assignment both to the group (which may also be attended by 1st Year Creative Business students) and to HoD and External Examiner.

Final delivery of the **Dissertation** (Module 4) and an assessment by HoD and external tutor, including a feedback session with the student, will also take place in Term 5 (July).

Term 6 commences with student presentations to the group and tutors for feedback on their work experience and **Market Analysis**.

The final term (T6) is then taken up with two courses. First off, **Careers in the Entertainment Industry** revisits the same industry-wide approach that we took in the Mapping the Landscape module of the first term, and bring in a selection of industry guests weekly to chart their own journeys in different sectors of entertainment, from radio to theatre, from streaming to production. In each case we

ask them what their business model is, and how to plan and manage a career in their space. We then make that relevant and relatable to our students with an additional layer of careers interaction, where through exercises and guests, we look at their own career aspirations and plans. We help them with practical steps from CV and LinkedIn-writing to networking and industry contact-building. And we bring in speakers with unique value in motivation and career determination. Again, sessions through the year will include sessions in ESG (Environmental, Societal and Governance) issues; on digital advertising and influencer marketing; on utilisation of AI and other relevant technologies in media creation and distribution; on joint sessions with other NFTS courses around the business models of their disciplines; and on personal marketing, values, team work and career development. By the end of the module we hope that students will have a clear idea of the sector and role they would like to target, and will have made contact with a number of potential employers in the space. This module culminates with the delivery of the **Career Development Essay**.

Second, in term 6 we also pull together all the preceding learning and research elements for the **Final Business Portfolio**; including the writing of the Executive Summary and Market Positioning, and justification for the Financial Assumptions within the Portfolio; the development and summarisation of the Financial Models and Finance Plans for the Portfolio; and the Marketing Plan elements of the Portfolio. The students are supported with extensive one-to-one tutorials during this period, before final delivery and presentation – both to the group for presentational feedback and then a week later to HoD and External Examiner as well as industry and investor representatives.

Running throughout the year the course also facilitates: introductions where needed for specialist legal and financial advice; meetings with investors held in London; continuing tutor support around development of the **Final Business Portfolio**. There will also be ad hoc ‘meet the industry’ events.

There is also a full range of non-curriculum activities based at the School that students are invited to participate in throughout both years, including (but not limited

to): preview film screenings of new release feature films; regular film analysis and criticism lectures; master-classes by filmmakers, games specialists, animators, designers and others; specific 'event' days; and a host of social events held throughout the year at the School. Students are encouraged to make the most of these activities – but are reminded to prioritise their course work at all times.

