Course Outline: Marketing, Distribution, Sales & Exhibition (MA) - 1-Year Full-Time

The **MA in Marketing, Distribution, Sales & Exhibition (MDSE)** is a future-focused, industry-facing, practice-led master's degree designed for those who want to shape the future of the film, television, and games industries. Over the course of one year, students will gain a deep understanding of how screen content reaches audiences.

Students will learn how films, TV shows and games are taken from the first idea through to global distribution and exhibition, whether that's in cinemas, on streaming platforms, on TV or at events. They will also explore how new technology and data are changing the way the industry makes decisions and connects content with audiences around the world.

This masters course combines rigorous academic learning with hands-on industry experience, giving graduates the tools, confidence, and networks needed to launch successful careers and thrive in the rapidly evolving film, television and games industries.

Course Overview:

Students will explore the full lifecycle of content from a commercial and audience perspective. The course emphasises real-world collaboration, professional practice, and international reach. Working closely with peers across the National Film & Television School, including Games Design students and students on the Creative Business MA, MDSE students will create marketing and publicity campaigns, distribution strategies, and sales materials for actual 'live' projects, provided by the industry.

Industry engagement is embedded throughout: students will be given the opportunity to undertake non-compulsory work placements, and have access to industry leaders and events, including **EGX**, one of the UK's leading games events. There is also an opportunity for students to be part of the school's delegation to the European Film Market at the **Berlin Film Festival,** ensuring exposure to both UK and global markets

Key areas of learning include:

- **Marketing, Publicity & Distribution Strategies** for film, television and games
- **Posters, Trailers & Promotional Assets** — exploring how creative materials are designed and used to sell content to both audiences (B2C) and industry buyers (B2B), supported by practical workshops throughout the year
- **Audience Research & Analysis** — culminating in a professional Audience Report (business-style, with data, surveys, charts and recommendations)
- **International Territory Project** — a practical research project examining the opportunities and challenges of distributing screen content in a specific international market
- **Sales & Exhibition** in a global marketplace
- **Professional Collaboration** with creative teams and external agencies
- **Work Placement** within the screen industries
- **Capstone Graduation Project** on a film, TV, or game

Industry Mentorship:

Alongside your taught modules, you'll be encouraged and guided to identify and approach an industry mentor who can offer perspective, advice and support as you prepare to enter the professional world.

In Term 2, you'll take part in a dedicated session exploring the role of mentorship: how to find the right person, approach them professionally, and get the most from the relationship. Your HOD and tutors will provide advice and introductions where appropriate, but you'll take the lead in finding your mentor, an important part of developing the confidence and communication skills needed to build and maintain professional networks.

Mentorship provides a valuable bridge between the course and the industry, helping you to reflect on your learning, expand your contacts, and plan your next steps after graduation.

Skills Development:

Alongside industry knowledge, students will build a robust professional toolkit through a series of specialist-led seminars, workshops and tutorials delivered across all modules. These sessions combine practical training with real-world insight and are taught by experienced professionals; from qualified business coaches to project managers working in leading organisations.

Skills development sessions will cover the following areas:

- **Communication, pitching & presentation skills**
- **Project management**
- **Copywriting and marketing materials (press releases, pitch decks, campaign copy)**
- **Script and genre analysis for positioning content**
- **Effectiveness in the workplace**
- **Leadership and collaboration in multi-disciplinary teams**

Students will also gain practical, hands-on experience in publicity and marketing through a live collaboration with Games Design MA students, showcasing a new game at **EGX**, the UK's premiere video game event held at EXCEL London - a vital exercise in audience engagement, PR, and event marketing that translates directly to film and TV.

Course Structure:

The course is taught over one year, January to January. Students are given the opportunity to undertake industry-relevant work experience as part of the MA. Time is built into the structure, across the Summer Break, throughout Term 3, and at the end of the year (in the run up to Graduation in March of the following year) to support this. Students take the lead in securing their own industry relevant roles, with guidance and support from the Head of Department and course tutors. Prior to graduation students will also be given the opportunity to attend the European Film Market, part of the Berlin Film Festival.

Delivered through five modules that combine practical projects, written analysis, professional development and critical reflection each module culminates in a piece of summative assessed work, designed to reflect professional industry practice. Projects are briefed in group sessions led by the Head of Department, where students are given a full overview of the aims, objectives and assessment criteria, along with clear guidance on process and deliverables.   All briefings are supported by written notes and slides, which students have access to, and each project is developed through a combination of one-to-one and group tutorials.

Assessments include:

- Audience and territory research assignments
- Professional presentations
- Industry collaboration projects
- Final Capstone Project
- Masters Portfolio

Graduate Outcomes:

By the end of the MA, graduates will:

- Be fluent in marketing, distribution, sales & exhibition practices across film, TV and games
- Understand how to apply data analysis, digital tools and emerging technologies in real-world campaigns.
- Possess an industry-ready portfolio and professional placement experience.
- Understand how to position and market content across film, television, and games
- Possess transferable skills in presentation, communication, project management, leadership and collaboration
- Be connected to a network of peers, tutors, and industry partners
- Be ready for careers in marketing, distribution, sales, exhibition, festivals, PR, audience development, data analysis and consultancy in both business-to-business and consumer-facing roles across film, television and games.

MA in Marketing, Distribution, Sales and Exhibition
Commencing January 2027

The course is an intensive, full-time programme with taught sessions and tutorials scheduled on at least three specific days each week, providing a structured learning environment with dedicated time for personal study and project development.

Term 1 January to March (10 Weeks)

• Module 1: Building the Foundations: Finding & Building Audiences (Throughout Term 1)
• Module 5: Master's Portfolio (Briefed and started in Term 1, runs across the year)

Building the Foundations: Finding & Building Audiences
Kickstart your year by exploring how film, television and games travel from idea to audience. You'll learn how to identify, reach and engage audiences for film, television and games. You'll unpack how the screen industries work, learn the fundamentals of marketing, distribution, sales and exhibition, and develop essential creative and communication skills, including how to build a campaign in order to position content in a competitive marketplace.

Term 2 April to July (14 Weeks)

• Module 2: Exploring the Global Perspective: Markets, Data & Strategy (Weeks 1-10)
• Module 3: From Concept to Console (Briefed & started in week 11 of Term 2, delivered in Term 3)
• Module 5: Master's Portfolio (Ongoing development and check-ins)

Exploring the Global Perspective: International Markets, Data & Strategy
Dive deeper into who audiences are, how they behave, and how to reach them. You will learn about how data is gathered by the industry and you'll explore the real-world data and analytics tools that are shaping the future of the industry, investigate how content travels across global territories, and learn how to turn research into real-world marketing strategies.

Summer Break: July to August (6 Weeks)

You'll receive support and guidance from tutors to help you find and approach work experience opportunities should you wish to use this time to apply your skills in the real world. You'll take the lead in securing this role, an important part of preparing for the industry and building your professional network.

Term 3 September to December (15 Weeks)

• Module 3: From Concept to Console: A real life collaboration (Weeks 1-8)
• Module 4: Trailer Lab (Weeks 9-13) Industry Ready: The Executive Pitch Capstone Project (Weeks 9-14)
• Module 5: Master's Portfolio (Week 15 final development, submission and review)

From Concept to Console: Campaigns, Collaboration & the Capstone Project
Step into the industry environment through live collaborations, campaign projects, and hands-on work with peers and partners. You'll design and deliver creative campaigns, showcase your expertise in a major Capstone Project, and graduate with a professional portfolio ready for the next stage of your career.

As part of this final term, you'll also take part in the Trailer Lab, a collaborative, skills-based exercise delivered in partnership with one of the industry's foremost trailer editing companies. This workshop is a short, mentored experience. It begins with a briefing session and film screening, after which small teams each spend a single day at the company creating a teaser trailer for a fictional UK theatrical release of a selected film. Each team will be assigned a different genre and will work with professional editors to ensure the teaser reflects the film in this way. This experience offers a practical insight into how trailers are developed, providing a creative, collaborative and enjoyable conclusion to the year.

Throughout this term, the schedule includes further time for students to undertake non-compulsory, industry-relevant, work experience.

MA in Marketing, Distribution, Sales and Exhibition
Commencing January 2027

January - March

Berlin: The Global Industry Up Close
In February of each year and following the completion of the compulsory taught elements of the course, students have the opportunity to attend the European Film Market, part of the Berlin International Film Festival, as part of their professional development activity.

For those choosing to attend Berlin, they will have the opportunity to undertake short work placements or shadowing experiences. These are student-led opportunities supported by the course team, designed to enhance professional networks and deepen understanding of the international marketplace.

This is a voluntary structured learning experience and, leading up to the trip, students will take part in preparatory sessions covering the event's structure. On return, students will present their key takeaways and professional reflections in a group debrief with the Head of Department.

Throughout this period, in the run up to graduation, and in addition to the Berlin field trip, there is further opportunity for students to undertake, non-compulsory, industry relevant work experience.

NB: *While travel and accommodation costs for the Berlin trip will be covered by the course, students are responsible for ensuring that they hold all required travel documentation, including any necessary visas, for entry into Germany.*

Weekly Example:

The following example gives an indication of how each week will work throughout the year:

Term 1 Building the Foundations: How Stories Reach Audiences
- **Monday:** Screen Arts
- **Tuesday, Wednesday & Thursday:** Module 1 throughout Term 1, Module 5 started in Term 1 to run across the year
- **Friday:** Self-directed study & consolidation

Term 2 Exploring the Global Perspective: Markets, Data & Strategy
- **Monday:** Screen Arts (Optional for MDSE students in Term 2)
- **Tuesday, Wednesday & Thursday:** Module 2 (Weeks 1-10) Module 3 (Started in Week 11 for completion in Term 3), Module 5 (Ongoing development and check-ins)
- **Friday**: Self-directed study and consolidation

Term 3 From Concept to Console: Campaigns, Collaboration & the Capstone Project
- **Monday:** Screen Arts (Optional for MDSE students), Work Experience
- **Tuesday, Wednesday & Thursday**: Module 3 (Weeks 1-8), Module 4 (Weeks 9-14, Module 5: final development, submission and review (Week 15)
- **Friday**: Trailer Lab Workshop (Weeks 9-13), Work Experience, Self-directed study and consolidation.

Modules:

Module 1: Building the Foundations: Finding & Building Audiences

Module outline:

This foundation module introduces students to the world of marketing, distribution, sales and exhibition for screen content. Over 10 weeks, you'll gain a panoramic view of how stories move from creators to audiences, exploring the strategic, commercial and creative touchpoints along the way.

MA in Marketing, Distribution, Sales and Exhibition
Commencing January 2027

We will also begin building your professional toolkit with sessions on pitching, networking & report-writing and embed real industry exposure to ground your learning in real-world practice.

You'll collaborate on a group campaign-planning exercise, putting your new audience knowledge into practice as you explore how marketing and distribution executives find, reach and build audiences for a new title.

By the end of this module, you will have, built and presented your first Campaign Deck, you will have a professional-level **Audience Research Report ("Who's Watching What"),** your first major deliverable, and gained real insight into industry practice through attendance at an industry event. You'll finish the term with the confidence, vocabulary, and a set of skills to shape future modules and the rest of your learning.

Module purpose:

Marketing is not an "add-on"; it's the lens through which every creative decision is made. In this module you'll dive into how marketing powers everything we do in MDSE: across film, television and games where strategies overlap, where they diverge, and why social media now sits at the heart of promotion. You'll trace the marketing DNA of screen content, exploring audience discovery, platform positioning, and campaign execution. Through industry led sessions, a real industry networking opportunity, and your first deliverable **"Who's Watching What"**, you'll begin thinking like a strategist, asking: *who is the audience, and how do I reach them?*

This module is divided into seven sections covering:

1) Introduction to the fundamentals of marketing, distribution, sales & exhibition
2) How posters, trailers & short-form content drive engagement
3) Networking skills and an introduction to the industry in practice
4) Pitching and presentation skills
5) Research and Report Writing Skills for Business-Style Communication
6) Team project – Campaign Planning
7) 'Who's Watching What' - Audience Research Project

Module 2: Exploring the Global Perspective: International Markets, Data & Strategy

Module outline:

This module takes you beyond local audiences to explore how film, television and games operate in international markets. You'll examine how stories travel across borders and how culture, data and territory-specific strategy shape marketing, distribution, sales and exhibition decisions around the world.

You'll learn how creative work is positioned for different international audiences, how global market data informs commercial strategy, and what it means to operate professionally across territories with distinct cultural, regulatory and commercial landscapes.

Through a mix of workshops, masterclasses and hands-on exercises, you'll learn how industry teams use data, trend analysis and market intelligence to make decisions. You'll work with real-world datasets and up-to-date information to understand audience behaviour, track performance, compare markets and assess opportunity. The industry is fast paced and ever changing and so, rather than focus on one fixed toolset, this module focuses on the core skills behind data literacy – how to interpret numbers, spot patterns, ask the right questions and transform raw information into insight. You will hear directly from the companies at the forefront of audience forecasting and global market analysis, gaining practical insight into how the industry uses data to understand the past, act in the present and prepare for the future.

Along the way, you will build your own cultural competency and global awareness, learning how to adapt strategies for different territories and communities.

Module purpose:

This module helps you to connect data with strategy and culture in order to operate confidently across international territories. You'll learn how to turn information into insight, and insight into action. A core focus of the module is understanding how international territories differ and how those differences shape commercial decision-making for marketing, distribution, sales and exhibition.

MA in Marketing, Distribution, Sales and Exhibition
Commencing January 2027

You'll build confidence in working with real-world data, learning to read trends, make comparisons and form evidence-led recommendations. At the same time, you'll develop the cultural awareness and strategic sensitivity needed to make decisions that resonate internationally.   By the end of the module, you will have developed the analytical mindset and cultural awareness needed to make smart and commercial decisions in international environments, as well as the profession confidence to collaborate across border.   Everything you learn here will prepare you for the live campaign and collaboration work that follows in Module 3.

This module is divided into eight sections covering:

1) Budgets & Business Cases
2) Data Analytics: How data guides creative & commercial decisions
3) Principals of Project Management
4) Games Collaboration Brief
5) Script Evaluation & Genre Identification
6) Personal Effectiveness & Placement Preparation
7) Briefing Third Parties
8) International Territory Project Briefing & Delivery

Module 3: From Concept to Console: A real life collaboration

Module outline:

This module brings together everything you've learned so far, combining audience understanding, global insight and professional collaboration in a live, industry-facing context. You'll work as part of a team, to design and deliver a real-world marketing and publicity campaign for a games project developed within the School, showcasing the game at EGX, the UK's premiere video game event - a vital exercise in audience engagement, PR and event marketing that translates directly to film and TV.

Alongside this collaborative work, you'll deepen your understanding of how the business of film, television and games operates internationally, from financing and sales estimates to recoupment and exhibition models. You'll continue to learn how to interpret real business data, assess risk, and explore how changing industry structures and audience behaviour are shaping global content strategies.

Module purpose:

The purpose of this module is to help you apply your analytical, creative and professional skills to a live project. You'll learn how to collaborate effectively with creative teams, respond to real deadlines and deliver work that meets professional expectations. At the same time, you'll build your understanding of the commercial frameworks that underpin the screen industries, gaining practical insight into how content is financed, sold, distributed and exhibited around the world.

By the end of the module, you'll have experience of delivering a professional campaign, working as part of a team, and presenting your work to industry partners. You'll also be prepared to begin your Capstone Project, which forms the focus of Module 4.

This module is divided into six sections covering:

1) The Business of Games
2) Film & TV Sales
3) Reporting & Recoupment (Including P&L's)
4) The Changing Face of Exhibition
5) Games Collaboration Delivery
6) Capstone Project Briefing

Module 4: Industry Ready: The Executive Pitch Project

Module outline:

This final Capstone Project is the culmination of your MA, an independent, professionally focused project that brings together everything you've learned across the year. You'll choose one professional pathway and design and pitch a marketing, distribution or sales strategy for a real, industry-provided film, television or games project.   These projects are supplied by

industry partners and are drawn from active or upcoming professional titles, ensuring that your work reflects current industry practice.

You'll develop your proposal through tutorials and feedback clinics.

Working as if representing a real company or studio, you'll present your design and pitch a complete commercial strategy, a presentation that will demonstrate your professional readiness and your ability to combine creativity with commercial thinking.

Alongside your individual project, you'll take part in a short series of Ready for Work and CV Writing sessions, designed to help you prepare for employment, refine your professional profile and build confidence when approaching industry contacts.

You'll also participate in the Trailer Lab, a collaborative, team-based exercise delivered in partnership with one of the UK's foremost trailer editing companies. This fun, creative project gives you the chance to work in small groups to produce your own teaser trailer for the fictional UK cinema release of a selected film. Each team will be assigned a genre and work with professional editors to bring the film to life in that genre, a lively, hands-on way to apply your marketing insight and end the year on a high.

Module purpose:

This module is designed to consolidate your learning across the MA and support your transition from study into professional practice. It gives you the opportunity to apply your skills, knowledge and creative thinking to a real-world, industry-supplied, project, demonstrating your ability to operate at an industry level.

The Capstone project challenges you to think strategically, communicate persuasively and showcase your professional identity. Alongside this, the Ready for Work and CV Writing sessions will help you define your personal brand and prepare for the next step in your career. The Trailer Lab offers a collaborative, creative conclusion to the course. A chance to celebrate your achievements, work as a team and experience the fast-paced environment of professional trailer editing in action.

This module is divided into three sections covering:

1) Executive Pitch Project Briefing & Delivery
2) Ready for Work & CV Writing
3) Trailer Lab

Module 5: Master's Portfolio

This module, delivered throughout the duration of the course, requires you to demonstrate evidence of, and critical reflection on, your professional and creative practice throughout the course. The final portfolio should not only act as a record of your work on the course but as a dynamic document that critically examines your journey, growth, and the evolving relationship between your creative practice and professional skills and aspirations in film, TV and games.

You will submit your portfolio before your final Progress Review, in which you should be prepared to answer questions on it.

You should begin gathering evidence for your portfolio from the beginning of the course. You should include anything which illustrates your practice, such as photographs, diagrams, sketches, and sound and video files (either embedded in the document or via a link). You should also start to identify key themes and questions which relate to your practice and which will inform your reflections and research.

During Term 1 you will submit approximately 500-1000 words of reflection on your first term modules. Your discipline-specific tutor and portfolio tutor will give you feedback on this regarding style, depth and aspects to develop as the work progresses.

Work Experience:

The MDSE MA is designed to actively support and encourage students to undertake industry-relevant work experience, although this is not compulsory. The course includes three structured opportunities for students to engage in work experience, alongside additional ad hoc opportunities that may arise through industry activity and contacts. Roles may be in Film, Television or Games, and students are encouraged to pursue opportunities aligned with their individual interests and career ambitions.

MA in Marketing, Distribution, Sales and Exhibition
Commencing January 2027

Time is built into the structure of the course to support this, including the Summer break, throughout Term 3, and towards the end of the academic year in the run-up to Graduation. Students take the lead in identifying and securing their own work experience, with guidance and support from the Head of Department and course tutors throughout the process.

Work experience is widely recognised as an invaluable element of professional development. It offers students the opportunity not only to strengthen their CVs, but to gain first-hand insight into how screen-industry businesses operate, their culture, challenges, opportunities and decision-making, and to better understand how organisations are perceived both internally and across the wider industry.

Where students undertake work experience during the course, they will be expected to critically reflect on this experience within their Master's Portfolio, drawing connections between what they observed, what they contributed, and how the experience informed their understanding of the industry and their own professional development.

Screen Arts:

During Term 1, you are invited to attend Screen Arts on a Monday (optional in Terms 2 & 3). This is an opportunity to network with all the other courses at the school during a unique programme that engages with the history, contemporary experience and wider culture of the moving image. The talks, discussions and screenings all focus on "story", which is an area of shared significance across all MA & MFA courses.

Support and Community at NFTS:

At the National Film and Television School, you're part of a close-knit and supportive community from day one. Throughout the course you'll receive personalised guidance from tutors and the Head of Department, with continued support after graduation through the NFTS Alumni team, who host events and share new employment opportunities across the industry.

MDSE students are also encouraged to connect with previous graduates now working at leading film, television and games companies, a valuable first step in building the professional networks that will underpin your future career.

The School's dedicated Student Wellbeing team provides specialist, confidential support for anyone with additional needs, ensuring that every student is able to thrive both personally and professionally.

Together, these networks and services reflect the culture of the NFTS; collaborative, inclusive and committed to helping every student succeed both during their studies and long after they graduate.

MA in Marketing, Distribution, Sales and Exhibition
Commencing January 2027