

1. OVERVIEW

Subject area	Audiovisual Marketing and Distribution
Degree	Bachelor's Degree in Audiovisual Communication
School/Faculty	Social Sciences and Communication
Year	3rd
ECTS	6 ECTS
Type	Compulsory
Language(s)	Spanish/English
Delivery Mode	On campus
Semester	Second

2. INTRODUCTION

Audiovisual Marketing and Distribution is a subject area part of module 5: Management and Entrepreneurship, which is taught in the 3rd year of the Bachelor's Degree in Audiovisual Communication. Foundations of distribution and exhibition. Vision of their organisational systems and structures. Definition of the two actors and the digital markets. Film and television as products of the three main creative bases: producer, distributor and exhibitor.

3. SKILLS AND LEARNING OUTCOMES

Basic skills (CB, by their acronym in Spanish):

- CB3: Students have the ability to gather and interpret relevant data (normally within their area of study) to form opinions which include reflecting on relevant social, scientific or ethical matters.
- CB4: Students can convey information, ideas, problems and solutions to both specialist and non-specialist audiences.
- CB5: Students have developed the necessary learning skills to undertake further studies with a high degree of independence.

General skills (CG, by their acronym in Spanish):

- CG1: Ability to identify, interpret, formulate and solve problems arising in the field of Audiovisual Communication.
- CG4: Ability to apply new technologies in professional environments in the field of Audiovisual Communication.

Cross-curricular skills (CT, by their acronym in Spanish):

- CT1: Independent Learning: Ability to choose the most effective strategies, tools and opportunities for learning and independently put into practice what has been learnt.

- CT3: Ability to adapt to new situations: Being able to evaluate and understand different points of view, adapting one's own approaches to suit the situation.
- CT4: Ability to analyse and synthesize: Being able to break down complex problems into manageable blocks, as well as evaluate alternatives and perspectives to find the ideal solution. Synthesising to reduce complexity and better understand the situation and/or solve problems.
- CT6: Oral or written communication: Ability to convey and receive information, ideas, opinions and attitudes to achieve understand and action. Oral communication by means of words and gestures and written communication by means of written and/or visual aids..
- CT8: Information management: Ability to seek, choose, analyse and integrate information from diverse sources.
- CT9: Interpersonal relationship skills: Ability to hold positive relationships with other people through assertive verbal and non-verbal communication. This means being able to express or communicate what you want, think or feel without discomforting, offending or harming the feelings of other people.
- CT11: Planning and time management: Ability to set objectives and choose the right means to fulfil them through efficient use of time and resources.
- CT12: Critical thinking: Ability to analyse an idea, occurrence or situation from different perspectives and adopt a personal viewpoint based on scientific rigour and objective reasoning, rather than intuition.
- CT13: Problem solving: Ability to resolve an unclear issue or complex situation which has no established solution that keeps them from achieving an objective.
- CT14: Innovation/Creativity: Ability to propose and develop new, original solutions that add value to problems that are faced, as well as bringing a different scope to the problem itself.
- CT15: Responsibility: Ability to fulfil commitments to themselves and others when performing a task and trying to achieve a set of objectives as part of the learning process. Ability to face and accept the consequences of actions taken freely.
- CT16: Decision making: Ability to choose between different options or methods to effectively solve varied situations or problems.
- CT17: Group work: Ability to integrate oneself and collaborate actively with other people, departments and/or organisations to achieve shared objectives.
- CT18: Use of information and communication technology (ICT): Ability to effectively use information and communication technology such as tools for searching, processing and storing information, as well as for the development of communication skills.

Specific skills (CE, by their acronym in Spanish):

- LEARNING UNIT 2. Knowledge of the specific hierarchical structure of the audiovisual industry at national and international level, as well as the peculiarities of this sector and its role in the global economy.
- LEARNING UNIT 2. Ability to recognise and apply basic legal regulations, ethics and deontology in the audiovisual communication sector as a whole.
- LEARNING UNIT 2. Ability to design, shape and develop audiovisual projects, taking into account the social environments in which the project will be developed.
- LEARNING UNIT 2. Ability to set up and create audiovisual companies, being familiar with all the processes related to the business models and distribution of current audiovisual products.
- LEARNING UNIT 2. Ability to know and correctly apply the English language both spoken and written in the professional field as a basic tool of the audiovisual industry.
- LEARNING UNIT 2. Knowledge of the correct use of Spanish, both spoken and written, as a means of transmitting information in the audiovisual field and in a professional environment.

Learning outcomes (RA, by their acronym in Spanish):

- RA1: Define the organisational systems and structures of audiovisual distribution, marketing and exhibition, as well as their evolution in audiovisual markets.
- RA2: Identify the bases of audiovisual distribution, marketing and exhibition. Film and television as products of the three main creative bases: producer, distributor and exhibitor.

- RA3: Identify the main agents involved in traditional distribution processes and the new alternatives in the national and international market.

The following table shows how the skills developed in the subject area relate to the intended learning outcomes:

Skills	Learning outcomes (RA, by their acronym in Spanish)
CB3, CG1, CG2, CG3, CG4, CG5, CT1, CT3, CT4, CT6, CT8, CT9, CT14, CT15, CT16, CT17, CT18, CE1, CE13, CE15, CE16, CE17, CE21, CE22	RA1: Define the organisational systems and structures of audiovisual distribution, marketing and exhibition, as well as their evolution in audiovisual markets.
CB3, CB4, CB5, CG1, CG2, CG3, CG4, CG5, CT1, CT3, CT4, CT6, CT8, CT9, CT11, CT12, CT13, CT14, CT15, CT16, CT17, CT18, CE1, CE13, CE15, CE16, CE17, CE21	RA2: Identify the bases of audiovisual distribution, marketing and exhibition. Film and television as products of the three main creative bases: producer, distributor and exhibitor.
CB3, CB4, CB5, CG1, CG2, CG3, CG4, CG5, CT1, CT3, CT4, CT6, CT8, CT9, CT11, CT12, CT13, CT14, CT15, CT16, CT17, CT18, CE1, CE13, CE21, CE22	RA3: Identify the main agents involved in traditional distribution processes and the new alternatives in the national and international market.

4. CONTENTS

The subject is organised into five learning units:

LEARNING UNIT 1. National and international TV distribution: Audiences and format trading

LEARNING UNIT 1. Film marketing. Distribution and exhibition in cinemas

LEARNING UNIT 1. Festivals, markets and audiovisual marketing

LEARNING UNIT 1. The new distribution channels: Success stories

LEARNING UNIT 1. Advanced negotiation techniques: The Pitch

5. TEACHING-LEARNING METHODS

The types of teaching-learning methods are as follows:

- Lecture.
- Case studies.
- Problem-based learning.

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On campus:

Learning activity	Number of hours
Independent working	40 h
Workshops and/or laboratory work	20 h
Project development and design	30 h
Debates and discussions	10 h
Oral presentations	10 h
Drawing up reports and written work	10 h
Case studies, problem solving, project development, simulation.	20 h
Lectures	7 h
Asynchronous lectures	3 h
TOTAL	150

7. ASSESSMENT

The assessment systems, plus their weighting in the final grade for the subject area, are as follows:

On campus:

Assessment system	Weighting
Portfolio	Max: 40%
Projects	Max: 40%
Oral presentation	Min: 20%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessable tasks and the deadlines and assessment procedures for each task.

8. BIBLIOGRAPHY

The recommended bibliography is indicated below:

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- MEDINA LAVERÓN, M., Estructura y gestión de empresas audiovisuales, EUNSA, 2005