

University of Mumbai



No. UG/135 of 2019-20

CIRCULAR:-

Attention of the Principals of the Affiliated Colleges and Directors of the recognized Institutions in Faculty of Interdisciplinary Studies.

They are hereby informed that the recommendations made by the Board of Studies in Communication & Journalism at its meeting held on 15th May, 2019, have been accepted by the Academic Council at its meeting held on 26th July, 2019 vide item No. 4.44 and subsequently approved by the Management Council at its meeting held on 13th September, 2019 vide item No.16 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the Ordinances No. 6490 & 6491 Regulations No. 9234 to 9235, 9234-A and the syllabus of Certificate Course in Film Business and Marketing has been introduced and the same have been brought into force with effect from the academic year 2019-20, accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI – 400 032

19th November, 2019

To,

The Principals of the affiliated Colleges and Directors of the recognized Institutions in Faculty of Interdisciplinary Studies. (Circular No. UG/334 of 2017-18 dated 9th January, 2018.)

A.C/4.44/26/07/2019

M.C/16/13/09/2019

No. UG/135-A of 2019

MUMBAI-400 032

19th November, 2019

Copy forwarded with Compliments for information to:-

- 1) The I/c Dean, Faculty of Interdisciplinary Studies,
- 2) The Chairman, Ad-hoc Board of Studies in Communication & Journalism,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Co-ordinator, University Computerization Centre,

(Dr. Ajay Deshmukh)
REGISTRAR



Certificate Course

in

Certificate Course in Film Business and Marketing

**Department Communication and Journalism
Kalina Campus**

Course designed by:

Prof. Daivata Patil

Course Coordinator

Mr. Onkar Patkar

**For Admission details please contact Prof. Onkar Patkar
@9833597598/9920967811**

Title

O. 6490 - Certificate Course in Film Business and Marketing

O. 6491 - Eligibility for Admission into this Course

- ✓ Film-maker (feature films/documentary or short films), producer, distributor, marketing consultants, sales agents, writers or editor.
- ✓ They may be working full time/part time/freelancer/unemployed.
- ✓ Must have basic knowledge of film making
- ✓ Minimum graduation is a must. Under-graduates may be considered provided they have minimum 3 years of industry experience.
- ✓ There is no upper age limit to apply
- ✓ Must be technically proficient

R. 9234 - Duration

Duration of each Course will be for a period of 60 Hours spanning about 10 Weeks. (Weekly 6 Hours)

R. 9235 - Course Fee

- | | |
|----------------------|--------------|
| ✓ Admission Form Fee | Rs. 100/- |
| ✓ Course Fee | Rs. 15,000/- |

Note: The above fees include study material in a pen drive and exam fees.

R. 9234 A- Intake capacity

The course will have a minimum intake of 15 students to start the course. The maximum capacity will be of 30 Students

Pedagogy:

A more student centric approach will be used where students will be encouraged to participate in the learning process. The teaching methods will be oral and extensive use of audio visual videos along with assignments, workshops and group activities

Place

Place of conducting the classes will be in Department of Communication and Journalism, Health Centre, Mumbai University, Kalina Campus.

Timings

The course will run over weekends i.e. Saturdays and Sundays. Classes will commence from 11:00 p.m. to 2:00 p.m.

Basis of admission:

Written examination and Personal Interview consisting of 50 marks each.

Certificate exams

✚ Final Examination will be held for 100 marks

✓ **Internal assessment:** 40 marks

✓ **Written exam:** 60 marks

Qualification Marks will be 50% in both internal and written examination. Student has to pass in both internals and externals to qualify for the certificate.

CERTIFICATE COURSE IN FILM BUSINESS AND MARKETING

Introduction

Film making is indeed a passion but along with 'passion' it is also a business. Therefore, those who invest in films are ready to take the risk, but, a good businessman always evaluates the risk. It is very important for the film makers to understand this nature of business so that they are well prepared for the market-right at the script level.

Those who are into any aspect of film making, it is compelling for them to understand the business of film. It is very important for any film maker to know where he/she will be selling his/her product? Who are the consumers? What is the best price he/she will get for the product? How does the market dynamics work? What are the horizontal and vertical structures that shape the film industry? What are the changing patterns of the industry? How to cope with it? What are the challenges and opportunities of the market?

The course will help you understand the key players of business and market, elements of distribution, marketing and box office returns. The course will also help to understand film finance and sales, creative management and development, digital strategy and festival curation. You will also learn about the impact of technology and digital media over distribution chains.

Apart from lectures by experts and industry people, you will be given research reports, case studies as study material to refer to. As part of your internal assessment, we will give presentations and make pitches, take part in negotiation exercises.

Objective of this course :

- ✓ Identify and face challenges in selling cinema, seek solutions, organize and manage the creative plan and processes.
- ✓ Demonstrate and understand the contribution of Indian cinema to the economy and looking at various business model in the changing era.
- ✓ Understand the traditional platforms of film distribution and marketing of film along with newly added platforms.
- ✓ Understand how films are financed, various investment opportunities.
- ✓ Identify the impact of future trends especially in the digital era.

Benefits of this course

The course will help you understand the key players of business and market, elements of distribution, marketing and box office returns. The course will also help to understand film finance and sales, creative management and development, digital strategy and festival curation. You will also learn about the impact of technology and digital media over distribution chains.

Apart from lectures by experts and industry people, you will be given research reports, case studies as study material to refer to. As part of your internal assessment, we will give presentations and make pitches, take part in negotiation exercises.

Teaching Learning Plan

Week	Topics covered
1	Introduction to the course, understanding key concepts, Introduction to the film chain, Saleable script, how to get finance for your film, understanding audiences
2	Introduction to film economics and the film business, Entertainment value chain, market dynamics. laws regulating cinema industry.
3	What is the relationship between marketing, box office returns and film success? Why do films fail?
4	Understanding Legal terms and Film Business Contracts,
5	Finding a sales agent, Festival Curation,
6, 7 and 8	The International Film Business: Approaches, Concepts and Strategies, Distribution and Markets, exploration of key markets and platforms in the national and international film business, understanding digital consumption
9	Type of film rights, Case studies and white papers
10	Internals, revision and exam week

Budget:

Total Revenue from 30 students @ 15000/- = INR 450,000/- (Rupees Three Lac)

Cost to the Department:

Expert Faculty Remuneration - INR 85000 /- @ of INR 1000/- per hour

Coordinator - INR 10,000/-

Resource Procurement - INR 30,000/-

(Newspapers, books, DVDs, Props etc.)

3 Workshops (₹20,000/- each = ₹60,000/-)

Total Cost - INR 1,85,000/- (One Lac and Eighty Thousands only)

Evaluation Pattern

Sr. No.	Content/ Activities	Credit
1.	Attendance	1
2.	Weekly assignments	1
3.	Participation in Class Activities	1
4.	Final Project	3
	Total	6

NOTE: Students with less than 75% attendance will not be given other credits.