CAPILANO UNIVERSITY

COURSE OUTLINE		
TERM: FALL 2020	**COURSE NO: MOPA 332**	
INSTRUCTOR:	**COURSE TITLE: Multi-Platform Monetization**	
OFFICE: **E-MAIL:**	**SECTION NO(S):**	**CREDITS: 3**
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT: Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams.

COURSE PREREQUISITES: 45 credits of 100-level or higher coursework.

CALENDAR DESCRIPTION:
Media producers must be innovative in their approach to the marketing, promotion and distribution of their projects in today's multiplatform universe. Through case studies and market trend analysis, students will learn to critically evaluate and assess current and emerging distribution pathways for maximum sales and social impact.

REQUIRED TEXTS AND/OR RESOURCES:
Resource material is provided by the instructor or on reserve in the Main Library. Check elearn for assignments and readings.

COURSE STUDENT LEARNING OUTCOMES:
Upon successful completion of this course students will be able to:

- Create effective custom cross-platform marketing plans and materials;
- Correlate the relationship between marketing, promotions and distribution;
- Recognize and apply the market trends for maximum sales exposure; and
- Analyse and correlate the value of experts for all the marketing elements.

COURSE CONTENT:

WEEKS 1-15

WEEK 1:

The Global Marketing Plan, Promotions and Publicity, Social and Digital Media
Elements of the plan include:
- Value propositions
- Positioning statements
- Key marketing assets
- Audience
- Pre-production campaign
- Promotion launch and publicity launch
- Promotional partners and corporate sponsorships
- Film festival circuit and theatrical distribution
- Traditional publicity to include broadcaster
- Website and digital media
- DM components

WEEK 2:

Assessing media projects for audience discoverability
- Online releasing vs. theatrical
- Your expectations vs. the reality
- Film classification
- Branding and P & A
- The Sales Agent
- The Producer Rep
- The Distributor
- Film Publicist
- Social Media Strategist
- Web Designer
- *Assignment #1 Due*

WEEK 3:

Creating Custom Marketing Materials
- The poster, the trailer, the brand
- Social media and film website as marketing tools
- The social media proposal
- Making a plan for your Influencers
- Corporate sponsorships or partnerships

WEEK 4:

The Film Website
- Website applications for your film
- Digital Media Organization
- Custom dashboard Integration
- Advanced optimization through digital media applications

WEEK 5:

Targeted Film Festival Research and Identification for Projects
- Planning and funding for festival attendance
- The festival Q & A preparation
- Who should attend? Who do you bring?
- Finding and distributors at festivals
- Honing your pitch
- Festivals: Banff. VIFF. TIFF, Tribeca, Berlinale, MIPTV. AFM
- *Assignment #2 Due*

WEEK 6:

The distributor selection process – Swimming with the sharks
- Research Distribution Panel
- Securing access to distributors
- The distribution agreement

WEEK 7:

DIY or four-walling: the independent theatrical release
- Creating live events around film projects
- The test screening/soft release
- First weekend club
- Community releasing pros and cons

WEEK 8:

Guest panel - Distributors

WEEK 9:

Publicity
- Working with a Film Publicist
- The Film Publicist's proposal
- Traditional publicity
- The publicity launch
- Non-traditional publicity
- The broadcaster's responsibility
- The distributor's responsibility
- The press release

WEEK 10:

Social Media boosting
- Buying online ads
- Social media and advertising
- Boosting social media
- Building in a not-for-profit or charity

WEEK 11:

Ancillary
- Spinoff – Games
- VR, AR and AI
- Franchising
- Educational sales

- Merchandising
- Net profits

WEEK 12:

Field trip
- Film Festival site visit
- *Assignment #3 Due*

WEEK 13:

Global Marketing Plan
- Class Presentations

WEEKS 14-15:

- Class Presentations (continued)

Fourth hour: may include student meetings with instructor, screenings and online contact.

EVALUATION PROFILE	
Assignments*	65%
Final examination/Presentation	25%
Participation/Attendance**	10%
Total	**100%**

*ASSIGNMENTS	
Assignment #1**:** Due Week 2 Compare and contrast essay: Students are required to independently research and provide a written report on a workable discoverability plan.	20%
Assignment #2: Due Week 5 Marketing research and preparation report.	20%
Assignment #3: Due Week 12 Film Festival field and reflective report.	25 %
Total	**65%**

**Attendance and Participation:

Attendance will be taken for each class and will form part of the final grade (See Evaluation Profile). This is a professional program. Accordingly, students are expected to be on time and to attend every class. Arriving more than 20 minutes after the commencement of class, or leaving early, will be considered an absence. Students with three unexcused absences will fail the course. When students are absent from class, they are still responsible for the material covered during their absence, including announcements, assigned readings and hand-outs.

The grade for class participation is based on both the frequency and the quality of students' comments, questions and observations, with the emphasis on quality. The quality is determined by, among other things, the relevance, insight and clarity of remarks.

GRADING PROFILE:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades:
Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments:
Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Missed Exams/Quizzes/Labs etc.:
Missed exams and quizzes will be assigned a grade of zero. Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

Professionalism:
Students are expected to demonstrate a professional attitude and behaviour towards their work, fellow-students, and their instructor. Students should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary in this course. Students should have respect for equipment and systems, and a constructive response to criticism.

English Usage:
All written work submitted must use good academic English and follow the guidelines provided in the Capilano University Guide to Writing Assignments (available from the University Bookstore). Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices:
Students may use electronic devices during class for notetaking only. Students are expected to abide by the Statement of Appropriate Use of Information Technology Facilities and Services in any use of computers at the University. This statement can be obtained from your department, the Library, Computer Services or on the University website.

On-line Communication:
Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or eLearn; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

Computer lab usage:
No food or beverages are allowed in the University's computer labs at any time. Students must not abuse internet privileges by visiting inappropriate or illegal websites. Intentionally opening and/or altering other students' projects will not be tolerated. Respect for other students' work is of utmost importance.

UNIVERSITY OPERATIONAL DETAILS:

Tools for Success
Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: https://www.capilanou.ca/student-life/

Capilano University Security: download the CapU Mobile Safety App

Policy Statement (S2009-06)
Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)
Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: https://www.capilanou.ca/about-capu/governance/policies/

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:
- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:
- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct
All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:
> Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page https://www.capilanou.ca/about-capu/governance/policies/)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

PROGRAM OPERATIONAL DETAILS:

VISION STATEMENT
The School of Motion Picture Arts is dedicated to inspiring a new generation of independent Canadian filmmakers through the fostering and mentoring of emerging talent utilizing progressive learning environments and authentic production experiences, such that graduates make valued contributions to the global media culture.

PROGRAM LEARNING OUTCOMES
Program Mission
To provide the encouragement, equipment, training and setting for a vital experience of creation and collaboration. Student filmmakers will expand and refine their practical, professional, artistic and social skills in order to acquire craft excellence and successfully integrate into the increasingly complex and diverse industries of filmed entertainment, digital communications and new media.
Program Goals
Knowledge: To enable students to articulate and apply their knowledge of story and story development to documentary and narrative projects on all platforms; to combine and apply both practical and theoretical knowledge; to investigate and interpret a broad range of theoretical perspectives.   **Skills:**   To orchestrate a detailed industrial process; to manage time and budget on large projects over extended periods of time; to use technology as a tool to create innovative and authentic stories; to develop a convergent approach to creative content; to collaborate creatively.   **Value:**   To conceptualize, research, develop and produce projects from initial idea through to final product; to market and distribute projects; to develop innovative business models and strategies to build sustainable companies; to understand the role of film and the film industry in Canada's culture and economy; to identify potential areas/sectors of employment; to identify opportunities for further study; to articulate and pursue a unique and personal voice and vision through the artistic and technical means of filmmaking and visual communication, and, in particular, to use the tools and resources at their disposal with clarity, intelligence, resourcefulness and professionalism.

PROGRAM STUDENT LEARNING OUTCOMES
Students successfully completing this program will:

1. Analyze historical and theoretical trends in the national and global application of current industry distribution practices.
2. Acquire a range of skills and applications of communication expanding their potential to realize and create meaningful career opportunities;
3. Contribute their technical skills, creative skills, and personal vision to the art of filmmaking and distribution.
4. Consult, liaise and negotiate in a professional manner in all aspects of the filmmaking process;
5. Develop industry relationships and create authentic learning environments in order to provide opportunities to expand their potential as independent filmmakers.