UCLA Producers Program
Schedule Winter 2016

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TUESDAY

FTV 291B “Feature Film Marketing”
Time: Tuesday, 7-9:50 PM
Instructor: Terry Press
Open Enrollment
This course addresses the numerous specific areas of marketing that constitute a marketing department. The class covers in-theater marketing, trailers, publicity, promotions, research, and media. The instructor and frequent guest speakers look at the mechanics and levels of intuition required to make sure a movie is seen by the public.

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WEDNESDAY

FTV 294C “International Financing and Distribution”
Time: Wednesday, 7:00-9:50 PM
Instructor: Dr. Mali H. Kinberg
Open Enrollment
This course will provide an introduction to independent film financing, sales and distribution from the vantage of the foreign pre-sales model. The classes will cover the trajectory of films from their creative inception and packaging through financing, sales, contracting, collections, delivery and end with their foreign marketing and distribution. We will explore what makes a film salable overseas and learn about the companies that acquire and sell foreign distribution rights. We will analyze the international markets and see how local and English-language films balance out their box office to better understand their appetites. Foreign productions, co-productions, tax rebates and the basics of how to finance an independent film will be covered. We will study how foreign film sales companies generate estimates for films and how buyers value their territories, what the major film sales markets are and how deals are negotiated and contracted between distributors and licensor. We will cover foreign collections and delivery and track how technology is evolving this process. We will learn about how films are marketed and distributed overseas and finish by looking at emergent trends in the foreign marketplace. Classes will begin with introductory lectures, include specialist guest speakers and incorporate weekly student presentations on foreign box office.

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THURSDAY

FTV 292A “Overview of Network Television Management”
Time: Thursday, 7-9:50 PM
Instructor: Tom Nunan
Open Enrollment
An overview of television development, production and management -- this course offers spectacular, VIP access to the presidents of networks, cable networks, premium cable networks and streaming services, along with the creator/showrunners of today’s hottest comedies, dramas and reality programs. A top-down look at the most compelling and most ground-breaking medium in the world today, featuring the newsmakers responsible for it. Taught by TOM NUNAN, former network and studio president, and one of the Executive Producers of the Oscar-winning film, CRASH.