

Subject card

Subject name and code	Development of a marketing campaign and distribution strategies, PG_00166943						
Field of study	Audiovisual Production						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2028/2029		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Subject group related to practical vocational preparation		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	6		ECTS credits		2.0		
Learning profile	practical		Assessment form		credit		
Conducting unit	Division of Audiovisual Production -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Grzegorz Fortuna-Skowron				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		18.0	50
Subject objectives	Students learn the practical aspects of developing a marketing campaign for film distribution. They become familiar with distribution strategies and can utilize them.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[PFAL3_U11] He/she can plan and execute a marketing campaign for an audiovisual product.	Is able to plan and implement a marketing campaign for an audiovisual product.	[SU5] implementation of a problem task
	[PFAL3_U12] He/she can assess effectiveness, prepare a distribution action plan for audiovisual production and implement them.	Is able to assess effectiveness, prepare and implement a distribution plan for audiovisual productions, and prepare a film advertising campaign.	[SU5] implementation of a problem task
	[PFAL3_W06] He/she knows the sources and principles of financing audiovisual production.	Knows the sources and principles of financing film distribution.	[SW2] presentation/project/paper/report
	[PFAL3_W10] He/she has knowledge about selling the effect of audiovisual production.	Possesses knowledge of selling the effects of audiovisual production and developing a film distribution campaign.	[SW2] presentation/project/paper/report
	[PFAL3_K02] He/she is prepared to take an active part in the activities of institutions, organizations and social groups involved in audiovisual production.	Is prepared to take an active part in the activities of institutions and organizations dealing with film marketing and distribution.	[SK2] presentation/project/paper/report
	[PFAL3_U05] He/she has the ability to assess the value of an audiovisual project from a commercial point of view.	Has the ability to assess the value of an audiovisual project from a commercial point of view.	[SU2] presentation/project/paper/report
[PFAL3_U06] He/she has the ability to identify sources of financing for audiovisual production and effectively apply for financing.	Possesses the ability to effectively seek financing for a film's distribution and advertising campaign.	[SU2] presentation/project/paper/report	
Subject contents	Creating a distribution offer; elements of a distribution strategy; distribution agreement; distribution costs; forms of marketing in film distribution; marketing campaign budget; merchandising; publicity activities.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	active participation in classes	80.0%	30.0%
	summative assessment	51.0%	70.0%
Recommended reading	Basic literature	F. Kerrigan, Film Marketing, second edition, Routledge 2017. J. Ulin, The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World, Focal Press 2009.	
	Supplementary literature	P. Hall, Independent Film Distribution: How to Make a Successful End Run Around the Big Guys, Michael Wiese Productions 2011.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Creating a distribution offer. Creating a film advertising campaign. Discussing the distribution agreement and distribution cost estimate. Discussing film marketing methods.		
Work placement	Not applicable		

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