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| **Course code:** 801 | **Course name: Cultural management and producing for performing arts VIII** | | | |
| **Cycle: I** | **Study year: IV** | | **Semester: VIII** | **ECTS:** 8 |
| unsa logo transparent**Study mode: Obligatory** | | | **Total hrs. number:120**  Lectures: **60**  Laboratory/practical exercises: 60 | |
| **Teaching participants** | |  | | |
| **Enrolment preconditions:** | | - | | |
| **Course goal(s):** | | Mastering the process and specificities of film distribution, specificities of different distribution channels, strategies of global and local distribution, new distribution channels, economic and legal aspects. | | |
| **Thematic units:**  *(if needed, the weekly work schedule is established taking into account the organizational units’ peculiarities)* | | Students get introduced to specific elements and characteristics of film distribution. They apply the acquired concepts to films of contemporary global and regional production and develop the competencies to define plans and distribution strategies. The work is based on a specific combination of group and individual analysis, oral and written, and understanding of distribution models and strategies. A particular focus in this semester is on the practical analysis of current distribution models, at global and regional level, and their monitoring and analysis.  Themes:  1. Film distribution, types of processes and main stakeholders  2. Specificities of channels in film distribution (large studios, independent distribution), strategies of film market placing, categories that determine strategies, specificities of strategies for creating a hit  3. Exhibition  4. Cinema  5. Digital video distribution, new technologies, contemporary moment and perspectives  Students get the assignment to work on a specific distribution plan for a film project selected by the teacher.  Students are obliged to follow contemporary cultural production and prepare written analyses – reviews and SWOT - of selected cultural events in different performing arts. | | |
| **Learning outcomes:** | | Students get introduced to specific elements of the work process and specificities of different distribution channels, strategies of global and local distribution, new distribution channels, economic and legal aspects. | | |
| **Teaching methods:** | | Lectures, exercises, seminars, workshops, case studies, master classes, individual exercises, tests. | | |
| **Knowledge assessment methods with grading system[[1]](#footnote-1):** | | Students’ activity is monitored by assigning points for every form of activity and by knowledge assessment during the semester, and on the final exam, according to the following monitoring elements:   |  |  |  |  | | --- | --- | --- | --- | | **Ord. no.** | **Monitoring elements** | **Number of points** | **Share in grade (%)** | | 1. | Attendance | 10 | 10 | | 2. | Student engagement | 10 | 10 | | 3. | Tests | 15 | 15 | | 4. | Seminar paper | 20 | 20 | | 5. | Final exam | 45 | 45 | | Total: 100 points | | | 100% |   Students’ knowledge assessment is organised in exam periods stipulated by the academic calendar.  Students who met the 55% criterion and performed other forms of activities during the semester (attendance, engagement, seminar paper) completed their duties under the course. The teacher formulates the final grade on the basis of all assessment elements.  Students’ final success, following all forms of knowledge assessment, is evaluated and graded as follows:  a) 10 (A) - outstanding success, carries 95-100 points;  b) 9 (B) - above average, carries 85-94 points;  c) 8 (C) - average, carries 75-84 points;  d) 7 (D) - generally good, however with more significant flaws, carries 65-74 points;  e) 6 (E) - fulfils the minimum criteria, carries 55-64 points;  f) 5 (F, FX) - does not fulfil the minimum criteria, less than 55 points.  The quality of teaching forms is monitored through a survey, discussions of professional bodies at the Department, following a review of work and practical exams, whereas success is measured by student pass rate. | | |
| **Literature[[2]](#footnote-2):** | | **Compulsory:**  Robert Marich: *Marketing to Moviegoers*  Jovan Marjanović: *Mapiranje filmske industrije BIH 2013*  John Howkins: *The Creative Economy*  Harold Voegel: *Entertainment Industry Economics*  Angus Finney: *The International Film Business*  Jurica Pavičić: *Postjugoslavenski film: Stil i ideologija*  Finola Kerrigan: *Film Marketing* | | |

1. **The system of points and the grading criteria for each subject shall be defined by the organizational unit’s Council prior to the commencement of the academic year in which the teaching activity is performed in accordance with the Article 64, paragraph 6 of the Sarajevo Canton Law on Higher Education.** [↑](#footnote-ref-1)
2. **Acting on behalf of the higher education institution as a public institution, the Senate or organizational unit Council respectively, shall define the mandatory and recommended textbooks and manuals list as well as the other recommended literature as a basis for preparing and taking the examination by rendering a special Decision which is to be published on their websites before the start of the academic year in accordance with the Article 56, paragraph 3 of the Sarajevo Canton Law on Higher Education.** [↑](#footnote-ref-2)