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Course Syllabi

9-2014

BMGT 375.01: Business of Film and Television

Lynn-Wood Fields

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**The University of Montana – School of Business
Administration UMEM**

August 2014
11:10-12:30

Tuesdays/Thursdays

Course: Management 375

Title: The Business of Film & Television

Instructor: Lynn-wood Fields

Email: lynn.fields@business.umt.edu

Phone Number: 406-249-6294 (prefer text over calling)

Blog: <http://umentertainment.wordpress.com/>

Office Hours: Tuesday 9-11 a.m. room 348

Room: GBB L13

Credits: 1.5 hours/twice a week

ENTERTAINMENT BUSINESS MISSION:

Building community through Entertainment.

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SCHOOL OF BUSINESS ADMINISTRATION MISSION

School of Business Administration/Mission Statement: The University of Montana's School of Business Administration is a collegial learning community dedicated to the teaching, exploration, and application of the knowledge and skills necessary to succeed in a competitive marketplace. Intro to the Entertainment Business Syllabus 2014

Course Learning Goals

- Use industry terminology
- Understand the process of Entertainment Business
- Describe the business elements of film, television, non-profit, and event production
- Develop a business plan for a short film, non-profit, or event
- Create a budget for event
- Put together a distribution plan or market strategy for a movie or event
- Create a plan to market and sell a movie or event
- Understand preproduction, production, and post-production in a business model

THIS COURSE REQUIRES THE ORANGE CARD (The card pays for your textbooks and website access)

The textbook Film & Video Budgets by Deke Simon (DO NOT BUY AT BOOKSTORE. Will be provided after proof of Orange Card)

Grading: These points are a combination of homework assignments, class participation and your final presentation.

Blogs: 35 points

Create your own Blog or use a current blog page. (Wordpress is free)

Final project: 50 points (20 points for midterm project plan/30 points completion of project)

15 points-Create a production bible at mid-term (can be a folder or a blog) with budget, goals and execution of an event for a film, non-profit, or community showcase.

25 points-The final grade depends on your goals made at mid-terms and how well you reached them by the final.

Readings: 10 points (discussions and quizzes)

Participation: 5 points (attendance is HUGE, one freebie and then a grade off for each day missed)

Extra Credit: \$50 challenge. Make your money grow.

LATE ASSIGNMENTS WILL BE WORTH 50% OF GRADE IF TURNED IN WITHIN A WEEK OF DUE DATE. AFTER THAT WEEK, I DO NOT ACCEPT LATE ASSIGNMENTS.

A 93%

C 73%

A- 90%

C- 70%

B+ 87%

D+ 67%

B 83%

D 63%

B- 80%

D- 60%

C+ 77%

F Below 59%

Class Mission:

The purpose of this class is to gain a basic understanding of the business elements of the film and television industry and the entertainment industry in general. You will also learn about the entertainment business by esteemed professionals who will guest lecture. You will have the opportunity to make a difference in your community by

WORK EXPECTATIONS:

You will receive a daily grade for the work you have done on your project based on the previous class and your final is the conglomeration of the presentation of your tv, film or event idea/project paper & presentation.

Each week you must upload a BLOG posting from your blog onto our class blog about the speaker from the previous week. Write a paragraph (minimal) about the speaker's work/what you learned the week before and write a paragraph (minimal) on how you can apply what you learned to your project.

CLASS SCHEDULE

Pre-production Discussions:

Tuesday, August 26th-First Day

Reading: The Tipping Point "The Law of Few" page 30-88 (provided on Moodle) Due Tuesday, Sept. 2nd

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Thursday, August 28 –Jeremy Sher, Pastry Chef, Dirty Sexy Chocolate & Mike Steinberg, IWFF/ROXY

Due: Tuesday, September 2, Website blog#1 on Jeremy and Mike

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Reading: Introduction to Filmmakers and Financing and Reading Film & Video Budgets Chapter 1 on Moodle (Due Tuesday, Sept. 9th)

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Thursday, September 4 – Caitlin Hofmeister, YouTube Channel

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Due: Tuesday, September 9, Website blog #2 on Caitlin

Reading: Tuesday, Sept. 9th- Film & Video Budgets Chapter 2 & 3

(Due Tuesday 16th)

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Thursday, September 11th, **Matt Miller and Brandon**-feature filmmaking

Due: Tuesday, September 16th, Website blog#3 on Matt and Brandon

Reading; Tuesday, September 16, Chapter 5-Line item budgets (Due September 30th)

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Thursday, September 18th, **SJ-Moksha Studio**

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Due: Tuesday, September 23, Website blog#4 on SJ

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Thursday, September 25th, **Dori and Elke, Mamalode Magazine**

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Due: Tuesday, September 30th, Website blog#5 on Dori and Elke

Reading: Tuesday, September 30th, The Markets Chapter 5 (provided on Moodle) Due Thursday, October 2nd

Production:

Thursday, October 2nd- Colin Ruggiero, Professional Cinematographer

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Due: Tuesday, October 6th-Website blog#6 on Colin

Thursday, October 9th-Gita Saedi-Kiely, Big Sky Doc Festival

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Due: Tuesday, October 14th-Website Blog #7 on Gita

Reading: Tuesday, October 14th: Distribution, Chapter 7 (provided on Moodle) Due Thursday, October 21st

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Thursday, October 16th- Jeri Rafter Producer, Reality TV at Warm Springs Production

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Due: Tuesday, October 21st- Blog #8 on Jeri

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Thursday, October 23rd- Toni Matlock-phone apps

Due: Tuesday, October 28th-Blog #9 on Toni Matlock

Post-Production:

Thursday, October 30th- Bob Hernes –KPAX

Due: Tuesday, November 4th-Blog #10 on Bob

Thursday, November 6th- Joel Baird-MCAT

Due: Tuesday, November 11th-Blog #11 on Joel Baird

Thursday, November 13th- Paige Williams, Audience Awards

Due: Tuesday, November 18th-Blog #12 on Paige

Thursday, November 20th- Janet Muswell Hamilton

Due: Tuesday, November 25th-Blog #13 on Janet

Thursday, November 27th-NO CLASS

Due: Tuesday, December 2nd- Individual Final Project meetings

Thursday, December 4th- FINAL PROJECTS

Final: Friday, December 12th 10:10-12:10

Student Conduct Code: www.umt.edu/studentaffairs/policy/code.htm

Students are expected to practice academic honesty. Academic misconduct includes, but is not limited to, plagiarism, misconduct during an examination, unauthorized possession of examination or other course materials, and facilitating academic dishonesty.

UM Equal Access Policy Statement: The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and

Disability Services for Students (DSS). If you think you may have a disability adversely

affecting your academic performance, and you have not already registered

with DSS, please contact DSS in Lommasson 154. I will work with you and DSS to provide an appropriate accommodation.