

Subject Outline

Entertainment Promotion

Course Description

This course surveys the strategy, techniques and communication media employed to market the expanding range of entertainment, sport and art activities in Australia. The course examines organizations and people who conceive, create and distribute video, film, print and interactive programming within the framework of the wider promotions industry. The evolution of 20th century marketing is used as a foundation for analysing contemporary trends in promotion. Students study target audiences and the most effective methods for achieving the business objectives of event and entertainment management.

Course Objectives

Students will understand the business relationships between content producers and creators, promoters, and distributors. The organizational structure and personnel of these groups will be understood within the context of event and entertainment management industries.

The course will provide students with a clear knowledge of the business goals and marketing objectives in the Australian entertainment, sport and arts business. Students will learn to write strategy memos that communicate the promotional objectives for clients in different segments of the wider entertainments industry.

They will analyze the expanding environment of media and communication techniques and understand the strengths, weaknesses, opportunities and threats (SWOT) of the different kinds of promotional campaigns.

New trends in entertainment, art and sports promotion will be studied to realistically evaluate their effectiveness.

Course Outline

Session 1:

- ownership and structure of different components of the Australian entertainment industries including film, television, music, arts and sport
- examination of current trends and issues
- global issues in entertainment industries

Session 2:

- roles and responsibilities within aspects of entertainment industries:
 - marketing companies
 - advertising agencies
 - public relations agencies
 - internal marketing departments
 - publicists and communications media

Session 3:

- special event promotion
 - objectives of the event
 - planning and executing for premieres, openings and launches
 - finding locations and developing guest lists
 - evaluation of the success or failure of the event

Session 4:

- use of print and broadcast advertising for promotion
 - evaluating graphic design, headlines, slogans and visual images
- evaluating outlets in the media mix
- advantages and disadvantages of broadcast, print, outdoor and interactive media
- objectives of advertising in trade and specialist publications

Session 5:

- cinema promotion in Australia
 - promotion strategies and media mix
 - celebrity promotion – TV guest appearances, talk shows, publicists, magazine articles
 - management and timing of premieres and seasons
 - roles and styles of trailer in Australian cinema
 - product campaigns, cross promotion, games, food lines
 - role of festivals and special events
 - impact of new media

Session 6:

- promoting the arts in Australia
 - role and responsibilities of government agencies
 - business links and corporate support
 - role of companies, galleries, orchestras
 - creation of National company images
 - role of international tours, exhibitions – incoming and outgoing
 - role and use of media – print, broadcast, interactive

Session 7:

- Australian sports promotion – history and development
 - role of sponsorship
 - creation of national competitions
 - cricket, rugby, soccer, AFL, NRL
 - role of international tournaments and events
 - World Cup Rugby, Commonwealth Games, Olympic Games, Test matches
 - use of television in promotion – broadcasting, direct advertising, panel shows
 - creation of sporting icons

Session 8:

- integrated promotions plans
 - media
 - events
 - premieres
 - product placements
 - cross promotions
 - multi-tiered promotion campaigns

The program will be supported by:

- Special Guest lectures from high profile figures of the Advertising, Public Relations, Film, Sporting, Entertainment, Arts Management and Broadcast industries
- Field trips to:
 - Fox Studios
 - Television Networks
 - Australian Film Television and Radio School
 - National Institute of Dramatic Art

Recommended reading

Encore

B&T Weekly

AD News

Course Assessment

1. 1x 2000 word paper from a choice of topics comparing and contrasting promotion practices in Australia and the USA.
Weight – 50%
2. Final examination focused on issues in the course
Weight – 40%
3. Attendance and Participation in all sessions
Weight – 10%