

SYLLABUS

6th SEMESTER

CINEMATIC TECHNIQUE

DIGITAL MARKETING

Credits: 2

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2	0	0

1. Digital Cinema

- 1.1 Meaning and definition, Digital Movie vs. Traditional Motion Picture film, Digital copies of a movie
- 1.2 Digital Movie projectors, Resolution of projection, Digital vs. HD TV Standards

2. Digital Cinema Package (DCP)

- 2.1 What is digital Cinema package, Advantages of DCP
- 1.1 Physical, Satellite and IP based delivery; Influence of Digital Cinema on Movie going experience

3. UFO Digital Moviez

- 3.1 Stake holders of Movie business: Movie Producer, Distributor, Exhibitors and Cinema going audience
- 3.2 UFO-India's largest satellite based digital cinema distribution network, Integrated Media Pact (IMPACT)

4. Movie Marketing

- 4.1 What is Movie marketing? Importance of Movie marketing: Building target Audience and generating sales, Strategies for marketing a movie
- 4.2 Film to Digital: A gradual transformation, Benefits Blockbusters as well as Indie films, Traditional marketing vs. Digital Marketing

5. Digital Marketing

- 5.1 Marketing through digital channels: Web site, Social Media and e-mails
- 5.2 Importance of Digital marketing in Film Industry, You Tube as the biggest Platform, Increasing ROI through social media