Unit sets: Entertainment

Year offered: 2010
Admissions: Yes

Unit sets
These unit sets have been designed such that introductory units have no prerequisites. Later units in each set may have earlier units as prerequisites.

Due to timetabling constraints it may not be possible to complete all units in a University Wide Elective Set.

Consult with your course coordinator and relevant discipline coordinators prior to undertaking interfaculty studies.

Please be aware that the units you complete in a University Wide Elective Sets will appear on your academic transcript but the unit set title will not unless the set exists as a minor in your course.

Entertainment unit set

BSB126 Marketing
KWB102 Media Writing
KXB101 Introduction to Entertainment
KXB102 Global Entertainment
KXB201 Entertainment Practice: Balancing Creativity and Business

Entertainment Industries unit set (8 units)

Description: On completion of this 8-unit set, you will be able to demonstrate the knowledge and skills required to pursue a career in the Entertainment Industry. These include an understanding of the characteristics of mainstream commercial culture that appeal to large audiences; an understanding both of business and creative processes; an ability to balance the two of these; and an awareness of historical and current Entertainment content and business.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this 8-unit set.

SELECT Either BSB126 or KPB101 (BSB126 is mandatory unless you are already undertaking it as part of another study package):

BSB126 Marketing
KPB101 Introduction to Film, TV and New Media

Production
AMB207 Entertainment Marketing
KXB101 Introduction to Entertainment
KXB102 Global Entertainment
KXB201 Entertainment Practice: Balancing Creativity and Business
KXB301 Entertainment Industries Map
LWS008 Entertainment Law
LWS009 Introduction to Law

Note: KXB301 and LWS008 will first be offered in semester 1 2012. AMB200, KCB301 or KWB102 will be permitted to count towards this study package if completed in 2010 or earlier.

*This unit set is not formally recognised on academic transcripts.

UNIT SYNOPSES

AMB207 ENTERTAINMENT MARKETING
The entertainment industry is the second largest in the world, worth nearly US$2 Trillion and offers great opportunities. However the marketing of entertainment provides some unique challenges to the application of marketing tools. Students will complete a marketing case study that will clearly demonstrate to potential employers that students have the necessary skills and abilities to work in an entry-level position/analytical role within a marketing department in the entertainment or arts field.

Prerequisites: BSB126 or CTB126 Credit points: 12
Campus: Gardens Point Teaching period: 2011 SEM-2

BSB126 MARKETING
This introductory subject examines the role and importance of marketing to the contemporary organisation. Emphasis is placed on understanding the basic principles and practices of marketing such as the marketing concept, market segmentation, management information systems and consumer behaviour. The unit explores the various elements of the marketing mix, with special reference to product, price, distribution, and promotion, including advertising and public relations. By way of introduction only, key issues relating to services marketing, e-marketing and strategic marketing are also canvassed.

Antirequisites: BSB116 Equivalents: CTB126 Credit points: 12 Contact hours: 4 per week Campus: Gardens Point and Caboolture Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM
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Antirequisites: BSB116 Equivalent: CTB126 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove and Caboolture Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

KPB101 INTRODUCTION TO FILM, TV AND NEW MEDIA PRODUCTION
This unit introduces the principles and technologies of video production for both cinema and television. This includes the roles and responsibilities of production teams, production management, design and practice. Lecture delivery by experts in the major production areas of producing, directing, and cinematography, editing and sound informs this practice. You work in groups to produce videos which form a major part of their assessment.

Equivalents: KPB150, KPB155 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove and Caboolture Teaching period: 2011 SEM-1 and 2011 SEM-2

KWB102 MEDIA WRITING
This unit introduces you to the formats, terminology and protocols used in the preparation of proposal documents and short scripts. It will explore fundamental concepts including narrative structures, metaphors, point of view, plotting, character and voice. You will examine a range of professional scripts and development documents and be asked to apply their knowledge of typical script problems and solutions to their own work.

Antirequisites: KWP401 Equivalents: KWB111 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1 and 2010 SEM-2

KXB101 INTRODUCTION TO ENTERTAINMENT
The entertainment industries are by far the largest sector of the creative industries; in 2007, the global Entertainment industry was worth $2.4 trillion, and it is projected to grow to $3.5 trillion by 2012. Entertainment industries include but are not limited to: TV, popular music, major entertainment events, games, radio, entertainment marketing, sports media, theme parks, and movies. In this unit you will learn about the nature of entertainment, and how the entertainment industries work. This unit familiarises you with:

- The history of entertainment.
- Key characteristics of entertainment.
- The relationship between entertainment and the wider creative industries.
- Changes in entertainment over the period of modernity.
- The size and nature of entertainment industries.

Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-1

KXB102 GLOBAL ENTERTAINMENT
Entertainment and entertainment industries are a global phenomenon. In this unit you will learn about important entertainment industries in specific places—such as Bollywood, Hollywood, and South Korean computer games—as well as about the ways in which important entertainment forms such as soap operas, theme parks, sport as entertainment, and pop music (specifically Cantopop) work in different cultures around the world.

Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-2

KXB102 GLOBAL ENTERTAINMENT
Entertainment and entertainment industries are a global phenomenon. In this unit you will learn about important entertainment industries in specific places—such as Bollywood, Hollywood, and South Korean computer games—as well as about the ways in which important entertainment forms such as soap operas, theme parks, sport as entertainment, and pop music (specifically Cantopop) work in different cultures around the world.

Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-2
KXB201 ENTERTAINMENT PRACTICE: BALANCING CREATIVITY AND BUSINESS

In this unit you will learn how creativity and business can work together to complement each other in the entertainment industries. This unit will assist you in developing your ability to combine entertainment creativity and business in productive ways. It unit addresses content such as: the current situation of the entertainment industries in Australia and globally, models of creativity, and the relationship between creativity and constraints such as business requirements. As part of your learning, you will write an entertainment proposal which demonstrates your ability to balance creative and business skills.

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2