

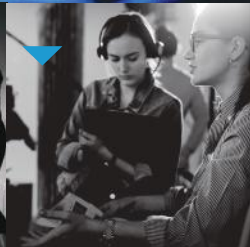
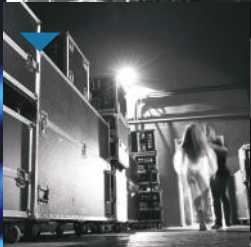
 The American
University in Cairo

School of Continuing
Education



film industry

business certificate



SilverScreen
FILM SCHOOL

Film Industry Business Certificate

**Offered by the School of Continuing Education of The American University in Cairo
and Silver Screen Film School**

Program Overview

The Film Industry Business Certificate is an inclusive, industry focused program designed to empower individuals from diverse backgrounds with the tools, practical skills, and strategies necessary to thrive in the global film business. Whether you're an aspiring filmmaker, producer, someone interested in the film business, shifting your focus to it, exploring opportunities to work abroad or remotely, or you come from a media or marketing background, this program offers practical and hands-on strategies, and expert guidance through our film professionals and modules. Participants will navigate the complexities of film production, distribution, programming and festival management. By providing access to insider know-how and industry best practices, this program equips participants to make a meaningful impact and succeed in the evolving global film industry.

Target Audience

- **Film, marketing, media, or business background.**
- **Aspiring film programmers, festival organizers, and distributors**
- **Students or professionals transitioning into the film business**
- **Entrepreneurs in film marketing and networking**
- **Streaming & Digital Platform Professionals – Individuals working for OTT platforms (Netflix, Amazon Prime, MUBI, etc.) who need insight into content acquisition, licensing, and distribution.**
- **Cinephiles & Film Enthusiasts – Those passionate about film who want to deepen their understanding of how the industry functions from a business perspective**



Learning Outcomes:

By the end of the Film Industry Business Professional Certificate, learners will be able to:

- 1 Identify key sectors of the film industry, major players, and the roles and responsibilities of various producers.
- 2 Outline the filmmaking process from development to post-production, including key roles, funding models, and production stages.
- 3 Analyze film financing methods, revenue models, and investment strategies using case studies.
- 4 Develop a basic production plan and budget, allocating resources effectively across all stages.
- 5 Explain the film distribution process, marketing strategies, and available channels including digital platforms.
- 6 Create promotional materials and apply digital marketing techniques to target audiences and enhance film branding.
- 7 Design integrated distribution plans using traditional, digital, and blockchain solutions while applying negotiation strategies.
- 8 Evaluate the effectiveness of marketing and distribution strategies based on data, trends, and feedback.
- 9 Curate film programs based on themes, artistic value, and audience engagement, and develop festival schedules.
- 10 Implement audience-centered programming strategies and build partnerships with filmmakers, distributors, and agents.

- 11 Explore AI applications in audience targeting, content personalization, and blockchain use in film distribution.
- 12 Develop and execute social media strategies to promote film content, engage audiences, and enhance professional presence.
- 13 Formulate career strategies by identifying job opportunities, networking, and leveraging social media for collaboration.
- 14 Plan and manage film festivals, including budgeting, programming, logistics, marketing, and team coordination.
- 15 Acquire practical skills for various festival roles and explore career opportunities in the broader film industry.
- 16 Understand essential financial concepts relevant to creative and non-financial roles.
- 17 Build financial literacy by interpreting financial statements, planning budgets, and identifying key business KPIs.
- 18 Apply project management principles (Agile, Waterfall) to plan, schedule, and manage project resources and risks.
- 19 Use project management tools to track performance, ensure delivery, and improve project outcomes.
- 20 Develop a professional brand and portfolio using AI tools for content creation, design, and personalized digital strategies.

Module 1 : Global Film Industry

Description:

This module provides a foundational understanding of the global film industry, introducing participants to its key players, structures and operations. Covering the full spectrum of filmmaking—from development to exhibition—it explores the interconnected roles of producers, distributors, sales agents, and exhibitors. Participants will examine the industry's business dynamics, including production models, financing, distribution strategies as well as evolving trends driven by streaming platforms and digital technology. Through case studies and interactive discussions, this module equips participants with a clear understanding of how the film industry functions, enabling them to navigate career opportunities in various sectors, whether locally or internationally.

Module 2: Film Production and Financing

Description:

This module covers the essentials of film production and financing, guiding participants through the key stages of filmmaking—from development to post-production. Participants will explore how films are planned, budgeted and executed, while also examining various financing models, including studio funding, independent production, co-productions, grants and crowdfunding. A key focus will be understanding the different types of producers and their roles in the filmmaking process. Participants will examine the responsibilities of producers such as executive producers, line producers, creative producers, and co-producers, learning how each contributes to a film's success. Through real-world case studies and interactive exercises, participants will develop a production plan, create a basic budget, and analyze financial structures that sustain the industry. By the end of the module, they will gain practical insights into how films are made and financed, equipping them with the foundational knowledge needed to navigate the business of filmmaking and identify potential career paths in production and financing.

Module 3: Marketing & Distribution

Description:

This module explores the core concepts and strategies of film marketing and distribution, equipping participants with the knowledge needed to successfully launch and promote films across various platforms. The students will explore how emerging technologies like AI and blockchain are reshaping film distribution. The course covers audience targeting, sales strategies, streaming platforms, and decentralized distribution. It covers key marketing techniques, such as targeting audiences, creating compelling promotional content, and building brand awareness, while also examining the distribution process from theatrical releases to digital platforms. Participants will navigate the complexities of film distribution, understanding the various channels available, such as film festivals, cinemas, TV, and streaming platforms, but also how to tailor marketing campaigns for different markets. The module delves into digital strategies, focusing on social media, digital advertising, and content marketing. By the end of the module, participants will understand the link between marketing and distribution and gain practical skills to develop effective marketing strategies and distribution plans for films. This knowledge will empower them to help films reach wider audiences, whether locally or internationally, and maximize their commercial potential.

Module 4: Film Programming

Description:

This module introduces participants to the essential aspects of film programming, focusing on the selection, curation, and presentation of films for festivals, screenings, and other cultural events.

It provides an in-depth understanding of how programmers and curators shape the film landscape by identifying films that align with specific themes, audiences, and festival agendas.

The module covers the practical and strategic aspects of film programming, including building a cohesive program, selecting films, negotiating rights and understanding the role of festivals and other venues in the promotion of films. Participants will explore how to identify emerging trends, work with filmmakers and distributors, and craft programs that engage audiences and offer meaningful cultural experiences.

Through case studies, hands-on activities, and discussions, this module equips participants with the skills necessary to curate diverse and impactful film programs. The module in a nutshell unveils how programmers think, what makes a film stand out, and the strategies behind curating content for different audiences.

Module 5: Pitching Building a Portfolio

Description:

This module goes beyond film projects, offering essential techniques for effectively pitching ideas, initiatives and business ventures within the film industry. Whether you're presenting a film concept, a distribution strategy, a festival idea or any industry-related proposal, this course equips you with the skills to craft compelling pitches, structure persuasive presentations and develop a strong portfolio to showcase your expertise.

By the end of this module, participants will have the tools and confidence to pitch their own film projects effectively and manage the early stages of project development and learning how to master the art of persuasion.

Module 6: Social Media & Networking

Description:

This module is designed for anyone looking to work with film content, whether in marketing, distribution, curation, criticism or content creation. Participants will gain a solid understanding of how films interact with social media, exploring strategies for promotion, audience engagement and industry visibility.

The course covers:

Understanding Film in the Digital Age – How films are marketed, discussed, and consumed through social media platforms.

Content Creation & Engagement – Techniques for creating compelling film-related content, including reviews, promotional campaigns, and audience-driven discussions.

Social Media Strategies for Film Business – Best practices for using platforms like Instagram, TikTok, LinkedIn, and YouTube to enhance industry presence.

Networking in Film Industry – Where and how to connect with industry professionals, including film festivals, online communities, and networking events.

Building an Industry Presence – Establishing a professional brand that attracts collaboration opportunities and career growth.

Module 7: Film Festival Organization & Global Job Opportunities

Description:

This module provides a deep dive into the essential elements of organising and managing film festivals, as well as exploring career opportunities in the global film industry. It focuses on the strategic and operational aspects of festival planning, from selecting films to coordinating events, managing staff and ensuring a smooth execution of screenings, awards, and other festival activities.

Participants will also explore the diverse range of global job opportunities within the film festival ecosystem, including roles in programming, marketing, distribution, coordination and festival management. This module will highlight the evolving landscape of film festivals and their role in shaping global cinema, providing participants with the knowledge and skills for managing film festivals while also identifying career opportunities internationally. Through case studies, hands-on activities and expert insights, participants will gain a clear understanding of the film festival process and the broad array of career paths available within and beyond the festival world. The module focuses on career opportunities, providing a direct pathway to working in festivals worldwide, covering the essential skills needed to secure festival jobs and launch new festival initiatives.

Module 8: Financial Fundamentals for Non-Finance Professionals

Description:

This module provides non-financial professionals with the essential business and financial knowledge needed to make informed decisions and contribute to their organization's strategic growth. Participants will learn how to manage budgets, interpret financial statements, and apply financial principles such as risk management and cost control. With a focus on practical application, this course ensures participants gain the confidence to engage with financial data and make decisions that drive business success, even without a financial background.

Module 9: Project Management for Business Success

Description:

This module introduces essential project management principles and tools that drive successful project outcomes. Participants will explore strategies for planning, executing, and monitoring projects, learning how to manage resources, timelines, and budgets effectively. The focus is on practical, results-driven methodologies and tools to help you manage projects efficiently, mitigate risks, and ensure alignment with business goals, no matter the size or complexity of the project.

Module 10: Strategic Marketing, Sales, and Personal Branding

Description:

This module equips participants with the skills to effectively market themselves and their businesses. Covering key sales principles, branding, market analysis, and digital strategies, it also emphasizes the importance of networking and event management. Participants will learn to create a strong personal and business brand, leverage professional relationships, and plan marketing-driven events to drive customer engagement and business growth.

Module 11: Using AI Tools in Creating Portfolios

Description:

This module explores how AI-powered tools can streamline the creation and enhancement of professional portfolios. Participants will learn to leverage AI for design, content generation, and strategic presentation to showcase skills and projects effectively.

Internship partners



Website Link



Registration link



SilverScreen Link

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