

Research Summary :- Search summary:

Research is an attempt to uncover the relationship between film construction and marketing systems, so the current title was chosen by the relationship between the construction film and marketing systems in cinema feature as Finder section message on four chapters, the first systematic research framework and included a search problem The question of what is the correlation between the film construction and marketing? Which research goals and importance of research with three boundaries and spatial, temporal and substantive and procedural definition of terms and bearing steel marketing systems in the field of cinematography. Chapter II theoretical frame and previous studies, in which the following detective "film production and marketing and marketing, sustainability, and profiles of successful marketing and normative role of marketing integration within the production system, the second section is entitled" building global marketing systems alfelmi ". The structure and impact of film catalog, numerous infrastructure and marketing through content, numerous infrastructure and marketing solution bound, then the third section entitled "film production and variables" in which modern detective movie marketing to profit with low cost and modern marketing film detective For profit with high cost, then came the search indices and previous studies. Chapter III research procedures: the following vocabulary research methodology, the research community, sample search, search tool, the unit of analysis, tool, steps analysis, analysis of samples. And then came chapter IV and vocabulary derived results, conclusions, recommendations, proposals,

sources and supplements, then an English abstract, researcher in this chapter has reviewed its results: the sample was first film (Boyhood) content through shopping structure of dramatic subject required the broad rally Nice were traditional directorial solutions except film photography which lasted twelve years, in contrast to a second movie (LucY) Content published for it the intricacies of the manufacturer was obliged to scientific work on the impressive directing and difficult solutions Executive, increasing the cost of production the third sample movie (Borgman) was the primary flaw is the absence of Targeting a specific mass marketing topic, leading to lack of importance of directorial solutions.