



Course guide

804243 - DDM - Marketing and Digital Distribution

Last modified: 15/09/2024

Unit in charge:	Image Processing and Multimedia Technology Centre	
Teaching unit:	804 - CITM - Image Processing and Multimedia Technology Centre.	
Degree:	BACHELOR'S DEGREE IN VIDEO GAME DESIGN AND DEVELOPMENT (Syllabus 2014). (Compulsory subject).	
Academic year: 2024	ECTS Credits: 6.0	Languages: Catalan, English

LECTURER

Coordinating lecturer:	Soler Labajos, Neus
Others:	Bañó Maldonado, Joan Francesc Batalla Duran, Pasqual

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:

CEVJ 11. Identify the business, financing and monetisation models of the video game industry, and its digital distribution, monitoring and marketing.

Transversal:

01 EIN. ENTREPRENEURSHIP AND INNOVATION: Knowing about and understanding how businesses are run and the sciences that govern their activity. Having the ability to understand labor laws and how planning, industrial and marketing strategies, quality and profits relate to each other.

CT4. EFFECTIVE USE OF INFORMATION RESOURCES: Managing the acquisition, structuring, analysis and display of data and information in the chosen area of specialisation and critically assessing the results obtained.

CT5. FOREIGN LANGUAGE: Achieving a level of spoken and written proficiency in a foreign language, preferably English, that meets the needs of the profession and the labour market.

TEACHING METHODOLOGY

The teaching methodology is divided into three parts:

- Face-to-face content exposition sessions
- Face-to-face sessions of practical work (presentations and case discussions)
- Self-study work and exercises and activities

In the content exposition sessions, the professor will introduce the theoretical bases, concepts, methods and results, adding suitable examples to facilitate understanding.

In classroom practical work sessions, the professor will guide the students in the application of theoretical concepts to solve problems.

Through the virtual campus the professor will provide the study material to establish the knowledge acquired in the theoretical sessions.

Class attendance is crucial to the learning process.

LEARNING OBJECTIVES OF THE SUBJECT

The subject aims to bring the students closer to the business world in the field of marketing and digital distribution of video games. On the one hand, by introducing the main elements that differentiate the various electronic video game distribution platforms, and understanding the technical and legal requirements and business models that these platforms offer to companies in the video game development and distribution industry. On the other hand, introducing the students to the subject of video game marketing and the elements to consider when planning a video game release through digital platforms.

- Show understanding of the basic concepts of marketing: 'classic', 'online marketing', 'digital marketing' and 'mobile marketing', their similarities, relationships and specific aspects and knowledge of the evolution of online marketing, linked to the technological evolution of the Internet.
- Show knowledge of the components and structure of an online marketing plan for a video game and the process of elaboration.
- Be able to elaborate, in its main components, an online marketing plan in relation to a video game.
- Show understanding of the concepts of 'online positioning' and 'online reputation' and be able to propose strategies and techniques to be applied in order to improve the online positioning and reputation of a video game company.

STUDY LOAD

Type	Hours	Percentage
Hours large group	30,0	20.00
Self study	90,0	60.00
Guided activities	12,0	8.00
Hours medium group	18,0	12.00

Total learning time: 150 h

CONTENTS

1. Digital Distribution: Introduction

Description:

- 1.1 Definition
- 1.2 History
- 1.3 Growth and adoption factors
- 1.4 Value chain
- 1.5 Business models

Specific objectives:

- Knowledge of the technological foundations of digital distribution.
- Learning the main business models of digital distribution.
- Identification of the main actors in the value chain.

Full-or-part-time: 14h

- Theory classes: 4h
- Guided activities: 1h
- Self study : 9h

2. Digital Distribution: PC

Description:

- 2.1 Technical requirements
- 2.2 Market analysis
- 2.3 Market access: distribution considerations
- 2.3 Distribution channels:
 - 2.3.1 Steam
 - 2.3.2 Microsoft Store
 - 2.3.2 Others

Specific objectives:

Knowledge of the technical and legal aspects of the digital distribution of video games for personal computers.
Identification of the forms of access to distribution channels.
Structuring of business models according to channel conditions.
Design of multi-channel distribution strategies.

Full-or-part-time: 15h 30m

Theory classes: 5h

Guided activities: 1h 30m

Self study : 9h

3. Digital Distribution: Xbox

Description:

- 3.1 Technical and legal requirements
- 3.2 Market analysis
- 3.3 Market access: distribution considerations
- 3.3 Distribution channels: Xbox Live

Specific objectives:

Knowledge of the technical and legal aspects of the digital distribution of video games for Microsoft consoles.
Identification of the forms of access to distribution channels.
Structuring of business models according to channel conditions.
Design of direct distribution strategies or via publisher.

Full-or-part-time: 11h 30m

Theory classes: 2h

Guided activities: 0h 30m

Self study : 9h



4. Digital Distribution: PlayStation

Description:

- 4.1 Technical and legal requirements
- 4.2 Market analysis
- 4.3 Market access: distribution considerations
- 4.4 Distribution channels: PlayStation Network

Specific objectives:

Knowledge of the technical and legal aspects of the digital distribution of video games for Sony consoles.
Identification of the forms of access to distribution channels.
Structuring of business models according to channel conditions.
Design of direct distribution strategies or via publisher.

Full-or-part-time: 13h

Theory classes: 3h
Guided activities: 1h
Self study : 9h

4. Digital Distribution: Nintendo

Description:

- 5.1 Technical and legal requirements
- 5.2 Market analysis
- 5.3 Market access: distribution considerations
- 5.4 Distribution channels: Nintendo eStore

Specific objectives:

Knowledge of the technical and legal aspects of the digital distribution of video games for Nintendo consoles.
Identification of the forms of access to distribution channels.
Structuring of business models according to channel conditions.
Design of direct distribution strategies or via publisher.

Full-or-part-time: 13h

Theory classes: 3h
Guided activities: 1h
Self study : 9h



6. Digital Distribution: Web

Description:

- 6.1 Technical and legal requirements
- 6.2 Market analysis
- 6.3 Market access: distribution considerations
- 6.4 Distribution channels:
 - 6.4.1 Kongregate
 - 6.4.2 Itch.io
 - 6.4.3 Softgames
 - 6.4.4 Spilgames

Specific objectives:

Knowledge of the technical and legal aspects of the digital distribution of video games web distribution.
Identification of the forms of access to distribution channels.
Structuring of business models according to channel conditions.
Design of multi-channel distribution strategies.

Full-or-part-time: 13h

Theory classes: 3h
Guided activities: 1h
Self study : 9h

7. Digital Distribution: Mobile

Description:

- 7.1 Technical and legal requirements
- 7.2 Market analysis
- 7.3 Market access: distribution considerations
- 7.4 Distribution channels:
 - 7.4.1 iOS
 - 7.4.2 Android
 - 7.4.3 Amazon

Specific objectives:

Knowledge of the technical and legal aspects of the digital distribution of video games through mobile channels.
Identification of the forms of access to distribution channels.
Structuring of business models according to channel conditions.
Design of multi-channel distribution strategies.

Full-or-part-time: 13h

Theory classes: 3h
Guided activities: 1h
Self study : 9h

8. Introduction to marketing

Description:

- The 4 Ps and other marketing basics.
- Identification and analysis of the target audience. Definition of the buyer persona.
- Marketing analysis: market, company, competition and environment. Reminder of the SWOT model and analysis of the level of industry competence with the Porter strategic model.
- Brand and product positioning.

Specific objectives:

Introduction to the 4 Ps and the basic concepts of marketing, in order to place the students.

Know the three important aspects that must be taken into account before launching a marketing campaign: the client, the competitors and the environment.

Understand the process that consumers follow when making purchasing decisions and how affects marketing strategies.

Remember the use of the SWOT, as a tool that places the company / project in a changing environment and allows strategic decisions to be taken.

Know the Porter strategic model, which establishes a framework to analyze the level of competition in an industry.

Definition of the buyer persona, which portrays the ideal client and allows to know the needs of the target market.

Know the process followed in a market research, needed to launch a marketing campaign.

Related activities:

Project 1: Market research, product positioning and value proposition.

Full-or-part-time: 14h 30m

Theory classes: 4h

Guided activities: 1h 30m

Self study : 9h

9. Video game marketing plan

Description:

- Marketing mix decisions.
- Consumer value creation strategies.
- Marketing plan structure.
- Marketing program.
- Evaluation of results.

Specific objectives:

Know the decisions that affect each of the "Ps" of the marketing mix.

Identify the components of marketing strategies and differentiate them from the marketing plan and program.

Understand the strategies to create value to the consumer: excellence in product, in the relationship with the client, in the location and / or in the operations.

Learn to create a marketing plan.

Understand the importance of scheduling the actions to be successful in implementing the plan.

Know how to define the metrics for evaluating results.

Related activities:

Project 2: Marketing plan.

Full-or-part-time: 19h 30m

Theory classes: 8h

Guided activities: 2h 30m

Self study : 9h

10. Digital marketing techniques and tactics

Description:

- Social media strategy definition.
- Social media marketing channels for the video game industry.
- Digital marketing techniques to obtain the visibility of the video game.
- Online reputation.
- Web and mobile optimization of video game visibility.

Specific objectives:

Define the marketing discipline that takes place in social media: social media marketing.

Know the channels in which the video game industry usually develops digital marketing.

Identify the phases of defining a social media marketing strategy and the tasks that each stage includes.

Design an action plan that achieves a correct execution of the strategy and does not need a large budget to reach leads.

Understand the need to monitor and measure to obtain relevant information for the company.

Dive into digital marketing tactics that help video game companies in their strategies: community building, influencer marketing, user-generated content, press relations, etc.

Learn how to create a press kit.

Understand the impact of online reputation on the business model of companies.

Distinguish the main techniques of content optimization in social media.

Identify ways to optimize the visibility of the video game at a web and mobile level.

Related activities:

Project 3: Social media communication plan.

Full-or-part-time: 23h

Theory classes: 9h

Guided activities: 5h

Self study : 9h

GRADING SYSTEM

- 4 questionnaires with a total weighting of 20%, three of which corresponding to the marketing part (5% each) and one to the distribution part (5%).
- 3 marketing projects, some of which, with a class presentation, with an overall weighting of 55% broken down as follows: project 1 = 20%, project 2 = 15%, project 3 = 20%.
- 1 assessment and presentation for digital distribution, with a weighting of 12%.
- Participation and learning attitude: 13% overall, 10% corresponding to the marketing part and 3% to the distribution part.

Students who follow the continuous assessment and do not pass the subject may take the re-evaluation test, in which the theoretical content will be re-evaluated (corresponding to the questionnaires that represent 20% of the final grade). The grade obtained in this exam will replace the marks of the theoretical tests of the subject, in case it is higher. And from here, the final grade will be recalculated again, considering the weightings of the continuous assessment. Students who pass the subject through re-evaluation will obtain a maximum grade of 5 points.

Irregular actions that may lead to a significant variation of the grade of one or more students constitute a fraudulent performance of an evaluation act. This action entails the descriptive grade of failure and a numerical grade of 0 for the ordinary global evaluation of the course, without the right to re-evaluation.

If the lecturers have indications of the use of AI tools not allowed in the evaluation tests, they may summon the students concerned to an oral test or a meeting to verify the authorship.

EXAMINATION RULES.

- To avoid incurring in discriminatory actions, delays in the delivery of projects, assessments or activities will not be allowed. Exercises not delivered or delivered late will be evaluated with zero points.
- The 4 course quizzes are face-to-face assessment tests and cannot be taken virtually.
- Based on the "Rights and obligations of students in the evaluation process" section of the academic evaluation regulations, which indicates that "if a student is unable to take an evaluation test for exceptional reasons and duly justified at the discretion of the center, the necessary measures must be guaranteed so that it can be carried out, always within the corresponding school period", but which also defines that "however, the teaching center is only obliged to change the dates of the acts or tests of evaluation that are more significant in the final evaluation of the subject", under no circumstances, although it could be justified, will the dates of taking the questionnaires be changed, since each one represents 5% of the grade, not being a significant weight within the global calculation.
- During the course there are activities that are carried out in the classroom and that are evaluated within the framework of the student's participation and learning attitude. These activities are not recoverable, and not attending class when they are carried out implies giving up the percentage of grade they represent.
- In the event of failing the subject, the professor will contact the affected student or students to confirm their willingness to take the re-evaluation exam. If confirmation is not obtained, it will be understood that they do not intend to take the exam, and this will lead to canceling the schedule for its completion.

BIBLIOGRAPHY

Basic:

- Lee, R. "Business models and strategies in the video game industry: an analysis of Activision-Blizzard and Electronic Arts". DSpace@MIT [on line]. 2013 [Consultation: 13/12/2016]. Available on: <http://hdl.handle.net/1721.1/81088>.- Tabor, M.; Vrdoljak, M. Don't panic: mobile developer's guide to the galaxy [on line]. 16th ed. Bremen: Enough Software, 2016 [Consultation: 13/12/2016]. Available on: http://enough.de/fileadmin/user_upload/Enough_Software_Guide_16thEdition_Web.pdf.
- Zackariasson, Peter; Dymek, Mikolaj. Video Game Marketing: a student textbook. First. Abingdon, Oxon ; New York, NY: Routledge, 2017. ISBN 978- 1- 138- 81226- 0.
- Dreskin, Joel. A Practical Guide to Indie Game Marketing [on line]. BocaRaton, FL: CRC Press, 2016 [Consultation: 27/06/2022]. Available on: https://www.academia.edu/39976220/A_PRACTICAL_GUIDE_TO_INDIE_GAME_MARKETING.
- De Freitas, Patrick; Romaine, Garret. Get ready, Get Noticed, Get Big: A Practical Guide to Marketing your Indie Game [on line]. Intel, 2018 [Consultation: 27/06/2022]. Available on: http://thecookingamevr.com/blog/wp-content/uploads/2018/09/Intel_Indie-Marketing-Ebook-2018.pdf.

RESOURCES

Other resources:

Study materials