

Course guide

804243 - DDM - Marketing and Digital Distribution

Last modified: 22/06/2024

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 discussion of cases)
- Self-study work and exercises and activities

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

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

Through the Campus, the teaching staff will provide the study material for the establishment of the knowledge acquired in the theoretical sessions. Attendance at sessions is crucial to the learning process.

LEARNING OBJECTIVES OF THE SUBJECT

The course aims to bring the student closer to the business world in the field of marketing and digital video game distribution. On the one hand, 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 sector. On the other hand, introducing the student to the subject of video game marketing and the elements to take into account when planning the launch of a video game through digital platforms.

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 basic marketing concepts.
- Identifying the customer.
- Who we compete with.
- Environment analysis.
- SWOT analysis reminder.
- Analysis of the level of competition of the industry through the Porter strategic model.
- Definition of the buyer person.
- Parts of a marketing research.

Specific objectives:

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

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 it 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, who portrays the ideal client and allows to know the needs of the target market.

Know the process followed in marketing 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 games marketing plan

Description:

- Marketing mix decisions.
- Strategies to create value for the consumer.
- Structure of the marketing plan.
- Marketing program.
- Evaluation of results.

Specific objectives:

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

Identify the components of the marketing strategy and differentiate it 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 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 positioning of the video game.

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 included in each one of the stages.

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.

Delve into the tactics that help video game companies in their strategies: community building, influencer marketing, user-generated content, relationship with press, etc.

Learn how to create a press kit.

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

Distinguish the main techniques for positioning content on social networks.

Identify the ways of positioning a video game, both on 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 them regarding the marketing content (5% each) and the other to the distribution content (5%).
- 3 marketing projects, with their presentation, and a global weighting of 55%, broken down as follows: project 1 = 20%, project 2 = 15%, project 3 = 20%.
- A digital distribution assignment and presentation, 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 participate in the continuous assessment and do not pass the course, may take the re-assessment exam, in which the theoretical content will be re-assessed (corresponding to the questionnaires that represent 20% of the final grade). The mark 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, taking into account the weightings of the continuous evaluation. Students who pass the subject through re-evaluation will obtain a maximum grade of 5 points.

EXAMINATION RULES.

- To avoid incurring in discriminatory actions, delays in the delivery of projects or activities will not be accepted. Assignments that are submitted late, or that are not submitted at all, will be evaluated with a score of zero.
- The 4 course questionnaires are face-to-face evaluation tests, and cannot be done 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.

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 Parctical 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://thecookinggamevr.com/blog/wp-content/uploads/2018/09/Intel_Indie-Marketing-Ebook-2018.pdf.

RESOURCES

Other resources:

Study materials