

Course guides

804243 - DDM - Marketing and Digital Distribution

Last modified: 02/09/2021

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: 2021 **ECTS Credits:** 6.0 **Languages:** Catalan, Spanish, English

LECTURER

Coordinating lecturer: Soler Labajos, Neus

Others: Boulesteix Servent, Marc

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

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.
- Introduction to SWOT analysis.
- 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.

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

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

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

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

Theory classes: 4h

Guided activities: 1h 30m

Self study : 9h

9. Marketing plan for videogames

Description:

- Components of the marketing strategy.
- Value creation strategies for the consumer.
- Analysis of the level of competition through the Porter strategic model.
- Development phases of the video game marketing plan: marketing mix, budget, metrics and scheduling.

Specific objectives:

Identify the components of the marketing strategy and differentiate it from the marketing plan and program.

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

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

Identify the phases of development of a marketing plan for video games: decide on the marketing mix, calculate the necessary budget, define the profiles that will carry out the marketing plan, establish the metrics to assess the results, and understand the importance of scheduling the actions to be successful in implementing the plan.

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

Theory classes: 8h

Guided activities: 2h 30m

Self study : 9h

10. Marketing Tactics & implementation

Description:

- Definition of the marketing strategy in social media.
- Social media marketing channels for the video game industry.
- Digital marketing actions to obtain the visibility of the video game.
- Construction of a brand or video game community.
- Online reputation.
- Content marketing.
- 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 marketing strategy in social media, 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 the client.
Understand the need to monitor and measure to obtain relevant information for the company.
Acquire the necessary criteria to develop a correct methodology for monitoring and evaluating results.
Delve into the tactics that help video game companies in their strategies: influencer marketing, user-generated content, relationship with the press, etc.
Learn how to create a press kit.
Understand the importance of creating and managing a user community in accordance with the objectives of the company.
Understand the impact of online reputation on the business model of companies.
Distinguish the main content positioning techniques on social networks.
Identify the ways to position the video game, both on a web and mobile level.

Full-or-part-time: 23h

Theory classes: 9h

Guided activities: 5h

Self study : 9h

GRADING SYSTEM

- 4 questionnaires with a total weighting of 20%, which corresponds to 3 questionnaires for the marketing part (5% each) and 1 questionnaire for the distribution part (5%).
- 5 activities carried out during the course with a total weighting of 35%. The 5 activities correspond to the marketing part.
- A final project and presentation for the marketing part with a weighting of 23%, and another one for the distribution part with a weighting of 12%. Both correspond to 35% of the final grade.
- Participation and learning attitude: 10%, 7% corresponding to the marketing part and 3% to the distribution part.

Students who participate in the continuous assessment and do not pass this subject may take the re-evaluation test in which the theoretical content will be re-evaluated (corresponding to the questionnaires - 20% of the final grade). The final grade for the course, calculated from this exam, may not exceed 5.

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.