



# Course guide

## 804243 - DDM - Marketing and Digital Distribution

**Last modified:** 13/12/2022

**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:** 2022    **ECTS Credits:** 6.0    **Languages:** Catalan, Spanish, English

### LECTURER

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**Coordinating lecturer:** Soler Labajos, Neus

**Others:** Inetskaya, Anna  
García-Noblejas López, Ignacio Sabino

### DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

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**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

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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.
- 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, needed to launch a marketing campaign.

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

Theory classes: 4h

Guided activities: 1h 30m

Self study : 9h

## 9. Video games marketing plan

### 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, scheduling and metrics.

### 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 and implementation

### Description:

- Social media strategy definition.
- Social media marketing channels for the video game industry.
- Digital marketing actions to obtain the visibility of the video game.
- Brand or video game community building.
- 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 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 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 press, etc.

Learn how to create a press kit.

Understand the importance of building and managing a user community in accordance with the objectives of the company.

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 to position a 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%).
- A marketing project and presentation composed by 5 activities, with a global weighting of 28%.
- A final marketing project and presentation with a weighting of 30%.
- A final distribution project and presentation with a weighting of 12%.
- 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 the course, may take the re-assessment exam, in which the theoretical content will be re-assessed (corresponding to the questionnaires - 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.



## BIBLIOGRAPHY

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### 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](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](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](http://thecookinggamevr.com/blog/wp-content/uploads/2018/09/Intel_Indie-Marketing-Ebook-2018.pdf).

## RESOURCES

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### Other resources:

Study materials