

## 804243 - DDM - Marketing and Digital Distribution

Coordinating unit:	804 - CITM - Image Processing and Multimedia Technology Centre	
Teaching unit:	804 - CITM - Image Processing and Multimedia Technology Centre	
Academic year:	2019	
Degree:	BACHELOR'S DEGREE IN VIDEO GAME DESIGN AND DEVELOPMENT (Syllabus 2014). (Teaching unit Compulsory) BACHELOR'S DEGREE IN VIDEO GAME DESIGN AND DEVELOPMENT (Syllabus 2014). (Teaching unit Compulsory)	
ECTS credits:	6	Teaching languages: Catalan, Spanish

### Teaching staff

Coordinator: Estorach Cavaller, Vanessa

### Degree competences to which the subject contributes

Specific:

CEVJ 11. (ENG) Identificar los modelos de negocio, financiación y monetización propios de la industria del videojuego, así como su distribución digital, seguimiento y 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.

### Learning objectives of the subject

La asignatura pretende acercar el alumno al mundo empresarial en el ámbito del márketing y la distribución digital de videojuegos. Introduciendo los principales elementos diferenciadores de las distintas plataformas de distribución electrónica de videojuegos entendiendo los requisitos técnicos y legales y los modelos de negocio que estas plataformas ofrecen a las empresas del sector de desarrollo y distribución de videojuegos. Así mismo, la asignatura introduce al alumno en la materia de márketing de videojuegos y los distintos elementos a tener en cuenta a la hora de planificar un lanzamiento de un videojuego a través de las plataformas digitales que se estudian a lo largo del curso: PC, Consola, Web y móvil.

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### Study load

Total learning time: 150h	Hours large group:	30h	20.00%
	Hours medium group:	18h	12.00%
	Hours small group:	0h	0.00%
	Guided activities:	12h	8.00%
	Self study:	90h	60.00%

## 804243 - DDM - Marketing and Digital Distribution

### Content

<p>title english</p>	<p>Learning time: 12h Theory classes: 4h Guided activities: 1h Self study : 7h</p>
<p>Description: content english</p> <p>Specific objectives: Coneixement dels fonaments tecnològics de la distribució digital Aprentatge dels principals models de negoci de la distribució digital Identificació dels principals actors de la cadena de valor</p>	
<p>title english</p>	<p>Learning time: 18h Theory classes: 6h Guided activities: 1h 30m Self study : 10h 30m</p>
<p>Description: content english</p>	
<p>title english</p>	<p>Learning time: 6h Theory classes: 2h Guided activities: 0h 30m Self study : 3h 30m</p>
<p>Description: content english</p>	
<p>title english</p>	<p>Learning time: 12h Theory classes: 4h Guided activities: 1h Self study : 7h</p>
<p>Description: content english</p>	

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title english	Learning time: 12h Theory classes: 4h Guided activities: 1h Self study : 7h
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Description: content english	
title english	Learning time: 12h Theory classes: 4h Guided activities: 1h Self study : 7h
Description: content english	
title english	Learning time: 7h 30m Theory classes: 4h Guided activities: 1h 30m Self study : 2h
Description: content english	

## 804243 - DDM - Marketing and Digital Distribution

title english	Learning time: 14h 30m Theory classes: 8h Guided activities: 2h 30m Self study : 4h
Description: content english	

title english	Learning time: 22h Theory classes: 12h Guided activities: 5h Self study : 5h
Description: content english	

### Planning of activities

name english	Hours: 4h Laboratory classes: 4h
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### 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](http://enough.de/fileadmin/user_upload/Enough_Software_Guide_16thEdition_Web.pdf)>.