



Teaching Guide

Teaching Guide				
Identifying Data				2018/19
Subject (*)	Strategic Marketing of Video Games		Code	730529001
Study programme	Máster Universitario en Deseño, Desenvolvemento e Comercialización de Videoxogos			
Descriptors				
Cycle	Period	Year	Type	Credits
Official Master's Degree	1st four-month period	First	Obligatory	6
Language	Spanish			
Teaching method	Face-to-face			
Prerequisites				
Department	Empresa			
Coordinador	Membiela Pollán, Matías Enrique	E-mail	matias.membiela@udc.es	
Lecturers	Membiela Pollán, Matías Enrique	E-mail	matias.membiela@udc.es	
Web				
General description	O obxectivo da materia é que o alumno domine os coñecementos planificación de márketing aplicados ao mercado de videoxogos. Con esta premisa centrarémonos na análise da demanda, a competencia e o comportamento do consumidor. O alumno terá que ser capaz de dominar as técnicas para coñecer as necesidades dos clientes, localizar novos nichos de mercado, identificar e valorar segmentos de mercado futuros e deseñar un plan de actuación para conseguir os obxectivos marcados.			

Study programme competences

Code	Study programme competences
A1	CE01 - Coñecer o funcionamento e os actores do mercado de videoxogos
A2	CE02 - Manexarse de forma eficiente nas contornas socioeconómicas, tecnolóxicos, políticos e culturais do sector dos videoxogos
B1	CB6 - Posuír e comprender coñecementos que acheguen unha base ou oportunidade de ser orixinais no desenvolvemento e/ou aplicación de ideas, a miúdo nun contexto de investigación
B2	CB7 - Que os estudantes saiban aplicar os coñecementos adquiridos e a súa capacidade de resolución de problemas en contornas novas ou pouco coñecidos dentro de contextos máis amplos (ou multidisciplinares) relacionados coa súa área de estudo
B3	CB8 - Que os estudantes sexan capaces de integrar coñecementos e enfrontarse á complexidade de formular xuízos a partir dunha información que, sendo incompleta ou limitada, inclúa reflexións sobre as responsabilidades sociais e éticas vinculadas á aplicación dos seus coñecementos e xuízos
B4	CB9 - Que os estudantes saiban comunicar as súas conclusións e os coñecementos e razóns últimas que as sustentan a públicos especializados e non especializados dun modo claro e sen ambigüidades
B5	CB10 - Que os estudantes posúan as habilidades de aprendizaxe que lles permitan continuar estudando dun modo que haberá de ser en gran medida autodirigido ou autónomo
B9	CG4 - Entender a importancia da cultura emprendedora e coñecer os medios ao alcance das persoas emprendedoras
C1	CT1 - Habilidades comunicativas e claridade de exposición oral e escrita
C2	CT2 - Capacidade de traballo persoal, organizado e planificado
C3	CT3 - Habilidade para a xestión da información
C4	CT4 - Capacidade de abstracción, análise, síntese e estruturación da información e as ideas
C5	CT5 - Asunción da importancia da aprendizaxe ao longo da vida e capacidade de autoaprendizaxe mediante a inquietude por buscar e adquirir novos coñecementos
C7	CT7 - Comprender e valorar a importancia que ten a investigación, a innovación e o desenvolvemento tecnolóxico na profesión e no avance socioeconómico e cultural da sociedade
C8	CT8 - Coñecemento e utilización das novas tecnoloxías necesarias para o exercicio da súa profesión e para a aprendizaxe ao longo da súa vida
C9	CT9 - Capacidade para dirixir e xestionar equipos de persoas e grupos de empresa
C10	CT10 - Capacidade de traballo en equipo e facilidade para a integración en equipos multidisciplinares

Learning outcomes



Learning outcomes	Study programme competences		
The objective of the subject is for the student to master the knowledge of marketing planning applied to the video game market. With this premise we will focus on the analysis of demand, competition and consumer behavior. The student will have to be able to master the techniques to meet the needs of customers, locate new market niches, identify and assess future market segments and design an action plan to achieve the objectives set.	AJ1	BJ1	CJ1
	AJ2	BJ2	CJ2
		BJ3	CJ3
		BJ4	CJ4
		BJ5	CJ5
		BJ9	CJ7
			CJ8
			CJ9
			CJ10

Contents	
Topic	Sub-topic
PARTE 1. INTRODUCCIÓN	TEMA 1. INTRODUCCIÓN Á COMERCIALIZACIÓN NO DOS VIDEOXOGOS
PARTE 2. ANÁLISE DO ENTORNO	TEMA 2. ANÁLISE DO ENTORNO EMPRESARIAL E DA COMPETENCIA TEMA 3. COMPORTAMIENTO DO CONSUMIDOR
PARTE 3. INVESTIGACIÓN DE MERCADO	TEMA 4. SEGMENTACIÓN DO MERCADO E POSICIONAMIENTO TEMA 5. A INVESTIGACIÓN COMERCIAL TEMA 6. A ESTIMACIÓN DA DEMANDA DE MERCADO
PARTE 4. ESTRATEXIAS	TEMA 7. A FUNCIÓN DA ESTRATEXIA DE MERCADO TEMA 8. O PLAN DE MARKETING ESTRATÉXICO

Planning				
Methodologies / tests	Competencies	Ordinary class hours	Student's personal work hours	Total hours
Supervised projects	A1 A2 B1 B2 B3 B4 B5 B9 C1 C2 C3 C4 C5 C7 C8 C9 C10	25	37.5	62.5
Multiple-choice questions	A2 A1 B1 B2 B3 B4 B5 B9 C1 C2 C3 C4 C5 C7 C8 C9 C10	1	10	11
Events academic / information	A1 A2 B1 B2 B3 B4 B5 B9 C1 C2 C3 C4 C5 C7 C8 C9 C10	3.5	0	3.5
Guest lecture / keynote speech	A1 A2 B1 B2 B3 B4 B5 B9 C1 C2 C3 C4 C5 C7 C8 C9 C10	17	51	68
Personalized attention		5	0	5
(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.				

Methodologies	
Methodologies	Description
Supervised projects	The students will develop a work that will be supervised by the teacher and, therefore, will have tutorial support. There will be small groups of students (70% of the final grade). The objective of the work is the application of the concepts and fundamentals that are explained in class and the basic structure will be related to the order and structure of the topics that are explained throughout the course. The teacher will gradually supervise and supervise the group so that the group can gradually develop the work as the topic develops. In this way, an interactive teaching, practice and active student participation is achieved throughout the learning process. The delivery of the work is scheduled for the last week of the school period, although it will be adjusted to the student's time availability.



Multiple-choice questions	Individual multiple answer test (30% of the final grade). Each poorly answered question penalizes the test score (three poorly answered questions counter correct one) and no question can be left blank.
Events academic / information	The students must also attend complementary activities of a practical nature (conferences, seminars, workshops or similar) in order to learn practical cases presented by their protagonists; also in a group, the contents of said activities should be analyzed and this analysis should be reflected in the corresponding works that will be subject to evaluation.
Guest lecture / keynote speech	Explanation of the contents of the theoretical program of the subject through the oral presentation, guided by the use of presentations, through audiovisual media. The slides will be delivered to the students.

Personalized attention	
Methodologies	Description
Guest lecture / keynote speech Multiple-choice questions Supervised projects	The different members of the group will be able to consult the doubts corresponding to the development of the practical cases / readings that they must present or expose. Similarly, if you have any questions about the material explained in class, you can consult with the teacher in your office or set another time to clarify doubts and facilitate student follow-up. Academic Dispensation It is accepted The individual work requirements will be carried out "online". On the first and second opportunity, the presentation of the work and the execution of the May and July exams will be phisically.

Assessment			
Methodologies	Competencies	Description	Qualification
Multiple-choice questions	A2 A1 B1 B2 B3 B4 B5 B9 C1 C2 C3 C4 C5 C7 C8 C9 C10	Test type exam with four possibilities, with questions about the contents covered in the course.	30
Supervised projects	A1 A2 B1 B2 B3 B4 B5 B9 C1 C2 C3 C4 C5 C7 C8 C9 C10	Work of development and defense of the applied contents and focused on the different projects that are requested.	70

Assessment comments
In the development of the practical part, the following will be evaluated: Application of two theoretical bases. Quality of presentation Accuracy, clarity of presentation and quality of the answers. Primary and secondary sources used. Bibliographic review

Sources of information	
Basic	- (). . - (). . BIBLIOGRAFÍA ESENCIAL Carrillo Marqueta, J., y Sebastián Morillas, A. (2010). Marketing Hero. Las herramientas comerciales de los videojuegos. Madrid: ESIC Editorial. Huguet Rodríguez, J., y González López-Huerta, J. J. (2012). Todo lo que hay que saber de videojuegos y marketing. Madrid: Wolters Kluwer. Kotler, P. y Armstrong, G. (2004). Introducción al Marketing, 10ª ed. Madrid: Pearson-Prentice. Kotler, P. y Armstrong, G. (2013). Fundamentos de Marketing. Naulcalpan de Juárez (México): Pearson. Lambin, Jean-Jacques (2003). Marketing estratégico. Madrid: ESIC Editorial. Martí Parreño, José (2010). Marketing y videojuegos. Madrid: ESIC Editorial. Roger, Best (2007). Marketing estratégico. Madrid: Pearson Prentice-Hall. Santesmases, M. (2012). Marketing: conceptos y estrategias. Madrid: Pirámide. Stanton William, J., Etzel Michael, J., y Walker Bruce, J. (2007). Fundamentos de marketing. Mc Graw Hill. Wesley, D., y Barczak, G. (2010). Innovation and Marketing in the Video Game Industry: avoiding the trap. Surrey: GOWER. Zackariasson, P., y Dymek, M. (2016). Video game marketing: a student textbook. London: Routledge



Complementary	
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Recommendations

Subjects that it is recommended to have taken before

Subjects that are recommended to be taken simultaneously

Brand Design and Development/730529002

Subjects that continue the syllabus

Video Game Operative Marketing/730529022

Other comments

"To help achieve a sustained immediate environment and meet the objective of action number 5:" Healthy and sustainable environmental and social teaching and research "of the" Green Campus Ferrol Action Plan ":The delivery of the documentary works that are made in this matter:? Will be requested in virtual format and / or computer support? It will be done through Moodle, in digital format without the need to print them? If it is necessary to make them on paper: - Plastics will not be used - Double-sided prints will be made. - Recycled paper will be used. - Printing of drafts will be avoided.The importance of ethical principles related to the values of sustainability in personal and professional behavior must be taken into account.

(*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.