



Teaching Guide

Teaching Guide				
Identifying Data				2022/23
Subject (*)	Pricing and Distribution of Animation and Video Games		Code	616G02045
Study programme	Grao en Creación Dixital, Animación e Videoxogos			
Descriptors				
Cycle	Period	Year	Type	Credits
Graduate	1st four-month period	Fourth	Optional	4.5
Language	Spanish			
Teaching method	Face-to-face			
Prerequisites				
Department	Empresa			
Coordinador	Losada López, José María	E-mail	jose.maria.losada@udc.es	
Lecturers	Losada López, José María	E-mail	jose.maria.losada@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
A18	CE18 - Conocer las herramientas necesarias para captar información del mercado y conocer a los consumidores.
A32	CE32 - Ser capaz de analizar problemas y tomar decisiones en entornos empresariales y de comercialización.
A33	CE33 - Manejar los conceptos y técnicas empleados en las diferentes áreas funcionales de una empresa de nueva creación y entender las relaciones que existen entre los objetivos y las políticas empresariales.
B2	CB2 - Que los estudiantes sepan aplicar sus conocimientos a su trabajo o vocación de una forma profesional y posean las competencias que suelen demostrarse por medio de la elaboración y defensa de argumentos y la resolución de problemas dentro de su área de estudio
B3	CB3 - Que los estudiantes tengan la capacidad de reunir e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética
B4	CB4 - Que los estudiantes puedan transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado
B5	CB5 - Que los estudiantes hayan desarrollado aquellas habilidades de aprendizaje necesarias para emprender estudios posteriores con un alto grado de autonomía
B6	CG1 - Capacidad de organización y planificación. Especialmente en el planteamiento de trabajos conducentes a la creación de los contenidos audiovisuales digitales que componen una producción de animación o un videojuego.
B9	CG4 - Conocer los procedimientos, destrezas y metodologías necesarios para la adaptación del proceso creativo al medio digital y la producción de obras artísticas a través de tecnologías específicas.
B11	CG6 - Capacidad crítica y autocrítica. Necesaria en todo proceso creativo en el que se busca un compromiso con la calidad del trabajo, los resultados y las soluciones propuestas.
B12	CG7 - Trabajo en equipo. Capacidad de abordar proyectos en colaboración con otros estudiantes, asumiendo roles y cumpliendo compromisos de cara al grupo.
B13	CG8 - Capacidad de aplicar los conocimientos en la práctica, integrando las diferentes partes del programa, relacionándolas y agrupándolas en el desarrollo de productos complejos.
C1	CT1 - Adequate oral and written expression in the official languages.
C3	CT3 - Using ICT in working contexts and lifelong learning.
C4	CT4 - Acting as a respectful citizen according to democratic cultures and human rights and with a gender perspective.
C5	CT5 - Understanding the importance of entrepreneurial culture and the useful means for enterprising people.
C6	CT6 - Acquiring skills for healthy lifestyles, and healthy habits and routines.



C7	CT7 - Developing the ability to work in interdisciplinary or transdisciplinary teams in order to offer proposals that can contribute to a sustainable environmental, economic, political and social development.
C8	CT8 - Valuing the importance of research, innovation and technological development for the socioeconomic and cultural progress of society.
C9	CT9 - Ability to manage times and resources: developing plans, prioritizing activities, identifying critical points, establishing goals and accomplishing them.

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.	A18	B2	C1
	A32	B3	C3
	A33	B4	C4
		B5	C5
		B6	C6
		B9	C7
		B11	C8
		B12	C9
		B13	

Contents	
Topic	Sub-topic
PARTE 1. INTRODUCCIÓN	TEMA 1. INTRODUCCIÓN Á COMERCIALIZACIÓN DOS VIDEOXOGOS
PARTE 2. ANÁLISE DO ENTORNO	TEMA 2. ANÁLISE DO ENTORNO EMPRESARIAL E DA COMPETENCIA TEMA 3. COMPORTAMIENTO DO CONSUMIDOR TEMA 4. SEGMENTACIÓN DO MERCADO DE VIDEOXOGOS
PARTE 3. ESTRATEXIAS DE MERCADO	TEMA 5. ESTRATEXIAS DE PRECIO NO MERCADO DE ANIMACIÓN E VIDEOXOGOS TEMA 6. ESTRATEXIAS DE DISTRIBUCIÓN E SELECCIÓN DE CANAIS NO MERCADO DA ANIMACIÓN E VIDEOXOGOS

Planning				
Methodologies / tests	Competencies	Ordinary class hours	Student?s personal work hours	Total hours
Supervised projects	A18 A32 A33 B2 B3 B4 B5 B6 B11 B12 B13 C1 C3 C7 C9	19.5	48.75	68.25
Multiple-choice questions	A32 A33 B13 C4 C5	1	13	14
Events academic / information	B3 C8	2.5	0	2.5
Oral presentation	B2 B3 B4 B6 B11 C1 C3 C9	0.5	1.25	1.75
Guest lecture / keynote speech	A32 B9 B11 C5 C6 C8	6	18	24
Personalized attention		2	0	2

(*)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.
Oral presentation	Defensa dos contidos aplicados nos diferentes proxectos que se solicitan.
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	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.
Multiple-choice questions	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.
Supervised projects	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	A32 A33 B13 C4 C5	Test type exam with four possibilities, with questions about the contents covered in the course.	40
Supervised projects	A18 A32 A33 B2 B3 B4 B5 B6 B11 B12 B13 C1 C3 C7 C9	Work of development and defense of the applied contents and focused on the different projects that are requested.	40
Oral presentation	B2 B3 B4 B6 B11 C1 C3 C9	Defensa dos contidos aplicados nos diferentes proxectos que se solicitan.	20

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. Students with part-time dedication and academic exemption of

assistance exemption: In the case of students with part-time dedication and academic exemption of assistance exemption, the Moodle platform and electronic mail will be used as the main communication vehicle for the management of Contents, tutorías and the delivery of works. It is compatible with the theme. Calendar of dates compatible with your dedication. Except for the dates approved in the Faculty Board in what pertains to the objective test, for the remaining tests will be agreed at the beginning of the course a specific calendar of dates compatible with their dedication.

Sources of information

Basic	- Zackariasson, P., y Dymek, M. (2016). Video game marketing: a student textbook. London: Routledge - Santesmases, M. (2012). Marketing: conceptos y estrategias. Madrid: Pirámide - Kotler, P. y Armstrong, G. (2004). Introducción al Marketing, 10ª ed. Madrid: Pearson-Prentice. - 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. - Martí Parreño, José (2010). Marketing y videojuegos. Madrid: ESIC Editorial - Wesley, D., y Barczak, G. (2010). Innovation and Marketing in the Video Game Industry: avoiding the trap. Surrey: GOWER - Munuera Alemán, J.L. y Rodríguez Escudero, A.I. (2012). Estrategias de Marketing. Madrid: ESIC Editorial
Complementary	

Recommendations

Subjects that it is recommended to have taken before

Subjects that are recommended to be taken simultaneously

Subjects that continue the syllabus

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.