



## Teaching Guide

| Teaching Guide           |                                                                                                                                                                                                                                                                                                                                                                                                                                                          |        |                                                                                 |           |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|---------------------------------------------------------------------------------|-----------|
| Identifying Data         |                                                                                                                                                                                                                                                                                                                                                                                                                                                          |        |                                                                                 | 2023/24   |
| 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               | Ciencias da Computación e Tecnoloxías da InformaciónEmpresa                                                                                                                                                                                                                                                                                                                                                                                              |        |                                                                                 |           |
| Coordinador              | Membiela Pollán, Matías Enrique                                                                                                                                                                                                                                                                                                                                                                                                                          | E-mail | matias.membiela@udc.es                                                          |           |
| Lecturers                | Castro Pena, Luz<br>Membiela Pollán, Matías Enrique<br>Sánchez Amboage, Eva                                                                                                                                                                                                                                                                                                                                                                              | E-mail | maria.luz.castro@udc.es<br>matias.membiela@udc.es<br>eva.sanchez.amboage@udc.es |           |
| Web                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                          |        |                                                                                 |           |
| General description      | The objective of the course is for the student to master the marketing planning knowledge applied to the video game market. With this premise we will focus on the analysis of demand, competition and consumer behavior.<br><br>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. |        |                                                                                 |           |

## 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, tecnolóxicas, 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 coñecidas 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.<br><br>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 NOS VIDEOXOGOS                                                                              |
| PARTE 2. ANÁLISE DO ENTORNO       | TEMA 2. ANÁLISE DO ENTORNO EMPRESARIAL E DA COMPETENCIA<br>TEMA 3. COMPORTAMENTO DO CONSUMIDOR                                      |
| PARTE 3. INVESTIGACIÓN DE MERCADO | TEMA 4. SEGMENTACIÓN DO MERCADO E POSICIONAMENTO<br>TEMA 5. A INVESTIGACIÓN COMERCIAL<br>TEMA 6. A ESTIMACIÓN DA DEMANDA DE MERCADO |
| PARTE 4. ESTRATEXIAS              | TEMA 7. A FUNCIÓN DA ESTRATEXIA DE MERCADO<br>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<br>B5 B9 C1 C2 C3 C4<br>C5 C7 C8 C9 C10 | 20                   | 50                            | 70          |
| Multiple-choice questions                                                                                                       | A1 A2 B1 B2 B3 B4<br>B5 B9 C1 C2 C3 C4<br>C5 C7 C8 C9 C10 | 1                    | 13                            | 14          |
| Events academic / information                                                                                                   | A1 A2 B1 B2 B3 B4<br>B5 B9 C1 C2 C3 C4<br>C5 C7 C8 C9 C10 | 4                    | 0                             | 4           |
| Guest lecture / keynote speech                                                                                                  | A1 A2 B1 B2 B3 B4<br>B5 B9 C1 C2 C3 C4<br>C5 C7 C8 C9 C10 | 15                   | 45                            | 60          |
| 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 (60% 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 (40% 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.<br>The slides will be delivered to the students.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

## Personalized attention

| Methodologies                                                                      | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Guest lecture / keynote speech<br>Multiple-choice questions<br>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.<br><br>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.<br><br>Academic Dispensation<br>It is accepted. The individual work requirements will be carried out "online".<br>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 | A1 A2 B1 B2 B3 B4<br>B5 B9 C1 C2 C3 C4<br>C5 C7 C8 C9 C10 | Test type exam with four possibilities, with questions about the contents covered in the course.                  | 40            |
| Supervised projects       | A1 A2 B1 B2 B3 B4<br>B5 B9 C1 C2 C3 C4<br>C5 C7 C8 C9 C10 | Work of development and defense of the applied contents and focused on the different projects that are requested. | 60            |

## 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. - "The fraudulent completion of tests or assessment activities, once verified, will directly involve the qualification of suspension in the call in which it is committed: the student will be qualified with "suspension" (numerical grade 0) in the corresponding call of the academic year, whether the offense is committed in the first opportunity or in the second. For this, it will proceed to modify its qualification in the report of the first opportunity, if necessary." - The minimum mark in the multiple-choice exam, to be weighted, is 4 points out of 10. - 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. - The evaluation criteria for the second opportunity are the same as those for the first opportunity.

## Sources of information

|                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Basic</b>         | <ul style="list-style-type: none"> <li>- Kotler, P. y Armstrong, G. (2004). Introducción al Marketing, 10ª ed. Madrid: Pearson-Prentice.</li> <li>- Carrillo Marqueta, J., y Sebastián Morillas, A. (2010). Marketing Hero. Las herramientas comerciales de los videojuegos. Madrid: ESIC Editorial</li> <li>- Huguet Rodríguez, J., y González López-Huerta, J. J. (2012). Todo lo que hay que saber de videojuegos y marketing.. Madrid: Wolters Kluwer.</li> <li>- Lambin, Jean-Jacques (2013). Marketing estratégico. Madrid: ESIC Editorial</li> <li>- Martí Parreño, José (2010). Marketing y videojuegos. Madrid: ESIC Editorial</li> <li>- Roger, Best (2007). Marketing estratégico. Madrid: Pearson Prentice-Hall</li> <li>- Santesmases, M. (2012). Marketing: conceptos y estrategias. Madrid: Pirámide</li> <li>- Stanton William, J., Etzel Michael, J., y Walker Bruce, J. (2007). Fundamentos de marketing. Mc Graw Hill</li> <li>- Wesley, D., y Barczak, G. (2010). Innovation and Marketing in the Video Game Industry: avoiding the trap. Surrey: GOWER</li> <li>- Zackariasson, P., y Dymek, M. (2016). Video game marketing: a student textbook. London: Routledge</li> </ul> |
| <b>Complementary</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

## 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: &nbsp; &nbsp;- Plastics will not be used &nbsp; &nbsp;- Double-sided prints will be made. &nbsp; &nbsp;- Recycled paper will be used. &nbsp; &nbsp;- 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.