



Teaching Guide

Teaching Guide				
Identifying Data				2020/21
Subject (*)	Video Game Operative Marketing		Code	730529022
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	Second	Obligatory	6
Language	Spanish			
Teaching method	Face-to-face			
Prerequisites				
Department	Empresa			
Coordinador	Blazquez Lozano, Felix	E-mail	felix.blazquez@udc.es	
Lecturers	Blazquez Lozano, Felix Escourido Calvo, Manuel	E-mail	felix.blazquez@udc.es manuel.escourido@udc.es	
Web	mastervideojuegos.udc.gal/			
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.			
Contingency plan	1. Modifications to the contents 2. Methodologies *Teaching methodologies that are maintained *Teaching methodologies that are modified 3. Mechanisms for personalized attention to students 4. Modifications in the evaluation *Evaluation observations: 5. Modifications to the bibliography or webgraphy			

Study programme competences

Code	Study programme competences
A27	CE27 - Identificar e satisfacer dunha maneira rendible as necesidades e demandas do comprador e xogador
A28	CE28 - Establecer políticas operativas comerciais de produto, prezo, distribución e comunicación
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
B6	CG1 - Capacidade de organización e planificación, especialmente na formulación de traballos conducentes á creación dos contidos audiovisuais dixitais que compoñen un videoxogo
B9	CG4 - Entender a importancia da cultura emprendedora e coñecer os medios ao alcance das persoas emprendedoras
B14	CG9 - Capacidade de deseño e xestión de proxectos, resolvendo os aspectos narrativos, técnicos e de xestión do proxecto de videoxogo
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
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

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.	AJ27	BJ1	CJ1
	AJ28	BJ2	CJ2
		BJ3	CJ3
		BJ4	CJ4
		BJ5	CJ8
		BJ6	CJ9
		BJ9	
		BJ14	

Contents	
Topic	Sub-topic
PARTE 1. INTRODUCCIÓN	TEMA 1. O MARKETING OPERATIVO NO SECTOR DOS VIDEOXOGOS
PARTE 2. ESTRATEXIAS DO MIX DE MARKETING	TEMA 2. POLÍTICA DE PRODUCTOS TEMA 3. POLÍTICA DE PRECIOS TEMA 4. POLÍTICA DE DISTRIBUCIÓN TEMA 5. POLÍTICA DE COMUNICACIÓN
PARTE 3. NOVAS TENDENCIAS	TEMA 6. EVOLUCIÓN DO MIX DE MARKETING

Planning				
Methodologies / tests	Competencies	Ordinary class hours	Student's personal work hours	Total hours
Supervised projects	B1 B2 B3 B4 B5 B6 B14 C1 C2 C3 C4 C8	20	50	70
Multiple-choice questions	A27 A28	1	13	14
Events academic / information	B9	4	0	4
Guest lecture / keynote speech	A27 A28 B5 C3 C4 C9	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 (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 &quot;online&quot;. 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	A27 A28	Test type exam with four possibilities, with questions about the contents covered in the course.	30
Supervised projects	B1 B2 B3 B4 B5 B6 B14 C1 C2 C3 C4 C8	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 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	- 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 - Josep M. Bustos (2003). Marketing operativo. Barcelona: Gestión 2000 - Zackariasson, P., y Dymek, M. (2016). Video game marketing: a student textbook. London: Routledge - 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. - Lambin, Jean-Jacques (2013). Marketing estratégico. Madrid: ESIC Editorial - 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
Complementary	

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(*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.