



## Teaching Guide

| Teaching Guide           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |        |                         |           |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-------------------------|-----------|
| Identifying Data         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |        |                         | 2023/24   |
| 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               | Ciencias da Computación e Tecnoloxías da InformaciónEmpresa                                                                                                                                                                                                                                                                                                                                                                                                                                 |        |                         |           |
| Coordinador              | Escourido Calvo, Manuel                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | E-mail | manuel.escourido@udc.es |           |
| Lecturers                | Castro Pena, Luz                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | E-mail | maria.luz.castro@udc.es |           |
|                          | Escourido Calvo, Manuel                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |        | manuel.escourido@udc.es |           |
| Web                      | mastervideojuegos.udc.gal/                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |        |                         |           |
| General description      | O obxectivo da materia é que o alumnado 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                                                                                                                                                                                                                                                                       |
|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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 |      |     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|------|-----|
| <p>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.</p> <p>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.</p> | AJ27                        | BJ1  | CJ1 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | AJ28                        | BJ2  | CJ2 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                             | BJ3  | CJ3 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                             | BJ4  | CJ4 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                             | BJ5  | CJ8 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                             | BJ6  | CJ9 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                             | BJ9  |     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                             | BJ14 |     |

| Contents                            |                                                                           |
|-------------------------------------|---------------------------------------------------------------------------|
| Topic                               | Sub-topic                                                                 |
| PART 1. INTRODUCTION.               | 1. OPERATIVE MARKETING AT VIDEOGAMES INDUSTRY                             |
| PART 2. STRATEGIES OF MARKETING MIX | 2. PRODUCT<br>3. PRICE<br>4. PLACE<br>5. PROMOTION<br>6. MARKETING BUDGET |
| PART 3. NEW TRENDS                  | 7. EVOLUTION OF MARKETING MIX<br>8. PERSONAL BRAND                        |

| Planning                                                                                                                        |                                         |                      |                               |             |
|---------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|----------------------|-------------------------------|-------------|
| Methodologies / tests                                                                                                           | Competencies                            | Ordinary class hours | Student?s personal work hours | Total hours |
| Supervised projects                                                                                                             | B1 B2 B3 B4 B5 B6<br>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<br>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.                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |



|                                |                                                                                                                                                                                                                      |
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| 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 her office or set another time to clarify doubts and facilitate the follow-up of the student.<br><br>Students with dispensation grant.<br>Individual job requirements will be carried out on an individual basis.<br>In the first and second opportunity, the presentation of the work and the execution of the 1st Opportunity and / or 2nd Opportunity exams are face-to-face. |

| 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<br>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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
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| <p>1st Opportunity Evaluation. In the development of the practical part (teamwork / project) (mark of 70%), the following will be evaluated: application of the theoretical bases, quality of presentation, precision and clarity of presentation and quality of the answers, primary and secondary sources used and bibliographic review. For the evaluation of the theoretical part, a multiple choice test (multiple object test) (mark of 30%) with several answer alternatives will be used, where errors will reduce the score to avoid the "lottery effect". The formula is <math>NOTE = (\text{correct answers} \times 1) - (\text{errors} / k - 1)</math>, with <math>k</math> = number of answer options. Net points earned are transferred to a rating on a scale of 0 to 10. Part-time dedication and academic exemption (attendance exemption): in the case of students with part-time dedication and academic exemption of attendance exemption, the Moodle and MS Teams platforms will be used, as well as email as the main communication vehicle. Content management, tutorials and homework delivery. At the beginning of the course, a specific calendar of dates compatible with their dedication will be agreed, but they will have the same obligation to carry out activities and attend any type of evaluation test as full-time students. Except for the dates approved by the Faculty Council in which the objective test corresponds, for the rest of the tests a specific calendar of dates compatible with their dedication will be agreed at the beginning of the course. The evaluation process for the 2nd opportunity is exactly the same as for the 1st opportunity: the practical grade (obtained in the work / project) is saved and @alumn @ will take a new multiple choice exam, with identical characteristics to those described above. In the event of an extraordinary call, the evaluation will only be with multiple choice tests (multiple choice test) (mark 100%) with several answer alternatives, where errors will subtract score based on the formula <math>NOTE = (\text{correct answers} \times 1) - (\text{errors} / k - 1)</math> with <math>k</math> = number of answer options. Net points earned are transferred to qualification on a scale of 0 to 10. PLAGIARISM/COPY. The fraudulent performance of the tests or evaluation activities will directly imply the qualification of failure (0) in the matter in the corresponding call, thus invalidating any qualification obtained in all the evaluation activities for the extraordinary call.</p> |

| Sources of information |
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|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Basic</b>         | <ul style="list-style-type: none"> <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>- Josep M. Bustos (2003). Marketing operativo. Barcelona: Gestión 2000</li> <li>- Zackariasson, P., y Dymek, M. (2016). Video game marketing: a student textbook. London: Routledge</li> <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>- Wesley, D., y Barczak, G. (2010). Innovation and Marketing in the Video Game Industry: avoiding the trap. Surrey: GOWER</li> </ul> |
| <b>Complementary</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

## Recommendations

### Subjects that it is recommended to have taken before

Brand Design and Development/730529002

Strategic Marketing of Video Games/730529001

### Subjects that are recommended to be taken simultaneously

### Subjects that continue the syllabus

### Other comments

To help achieve an immediate sustained 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 documentary work in this area will be requested in virtual format and / or computer support (delivery will be made via moodle or email, 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 used, recycled paper will be used, the printing of drafts will be avoided and the importance of ethical principles related to the values ??of sustainability in personal and professional behaviors should be taken into account. The full integration of students / teachers with functional diversity will be facilitated. As stated in the various regulations applicable to university teaching, the gender perspective must be incorporated in this subject (non-sexist language will be used, bibliography by authors of both sexes will be used, male and female students will be encouraged to participate in class...). Work will be done to identify and modify prejudices and sexist attitudes and influence the environment to modify them and promote values of respect and equality. Situations of discrimination based on gender must be detected and actions and measures will be proposed to correct them.

(\*)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.