

MBG610 : Mobile Gaming Business

The Mobile Gaming Business Course introduces students to the business of mobile gaming, with an emphasis on publishing, marketing, distribution, and monetization. Students will learn how mobile games are distributed and priced, looking at how these various modes of distribution and pricing structures affect downloads and purchases. Students will also look at options for cross-platform deployment and how to utilize social media to draw attention to their mobile games. Issues of game cloning, copyright, and patents will also be explored.

Credits 3