

GBE4301 : Strategic Game Marketing

The Strategic Game Marketing course explores the process and business of taking a product to market. Students will examine the key steps and approaches involved in launching a new game or product, including publishing, marketing, distribution, and monetization. They will also explore the cross-platform strategies used to target, promote, and engage specific gaming audiences on the release of a new title, product, or expansion.

Credits 3

Course Length 4 weeks