

# MCM3333 : Gaming and Transmedia Storytelling

The Gaming and Transmedia Storytelling course explores the impact of transmedia on audience behavior and media culture as well as its relevance as a media communication tool. Students will survey the history of transmedia, theories of industry pioneers, and trends created by current leaders in the field. Students will also examine how gaming influences transmedia marketing and audience engagement. Students will also learn how to use a variety of media metrics to measure a transmedia story's impact. Additionally, students will be able to differentiate between transmedia and cross media campaigns and entertainment franchises. Finally, students will be able to delineate between passive transmedia narratives and interactive alternate reality games.

**Credits** 4