

GBE3201 : Gaming Community and Social Media

The Gaming Community and Social Media course builds upon the knowledge gained in the Gaming Culture and Engagement course to foster a closer observation of the functions and communication methods of gaming communities. Students will distinguish what types of content fans are interacting with as well as evaluate their engagement patterns and social media ethos. Students will explore using digital mediums to communicate, share, entertain, and disseminate information. They will consider ways to connect brands with gaming consumers that align with their observed trends utilizing community and networking tactics.

Credits 4

Course Length 4 weeks