



Video game publishing and marketing (AD-020)
(MÄNGU PUBLITSEERIMINE JA TURUNDAMINE)
(Публикация и маркетинг игр)

SUBJECT DESCRIPTION

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| Credits (ECTS) | 5.00 ECTS |
| Assessment | grading |
| Aim of the subject and short description | |
| A pre-developed game will be prepared for the selling process - testing and feedback, target group research, finding partners, establishing a company, planning marketing followed by the whole selling and marketing process | |
| Learning outcomes: | |
| Student: <ol style="list-style-type: none">1. Knows how to establish a game development company;2. knows how to prepare marketing and publication plans for games;3. <input type="checkbox"/> is able to prepare marketing materials and texts;4. has practical experience in publishing and marketing games. | |