Course: Monetization & Marketing — credits: 5

Course code	GTVB23ELMM
Name	Monetization & Marketing
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	D. Medema
Modes of delivery	Tutorial
Assessments	Monetization & Marketing - Other assessment

Learning outcomes

Learning Outcomes

LOL D Level 2 The student will look at the chosen product, analyses the products user flow as well as genre and platform specific context, and improve their monetization and marketing strategy.

LOL C Level 2 Monetization and marketing strategy is constructed appropriately for the target audience

LOL E Level 2 Based on course material and outside research, student has designed monetization and marketing models appropriate to the chosen platform

LOL B Level 2 Student reflects on whether the chosen marketing and monetization strategy is an appropriate solution for their product

LOL A level 2 Student has created a Pitch Deck that appropriately discusses the value of the chosen monetization and marketing strategy.

Content

The goal of this assessment is for students to create an investor-ready pitch deck (with appendix), for a product they designed previously or are in the process of designing.

Pitch Deck: Your solution for monetizing and marketing your product

Appendix: The research you did, what you point to when an investor asks you a question.

What monetization models did or didn't work and why? What marketing strategies were or were not appropriate? Why not? Together, these elements of the pitch deck prepare the student for professionally pitching their product to a publisher.

Included in programme(s)

Creative Media & Game Technologies
Minor Game Design & Development
CMGT Exchange Minor Game Design & Development 2
CMGT Exchange Minor Game Design & Development

School(s)

Arts, Design & Built Environment

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