Vak: Monetization & Marketing level 2 — credits: 5

Vakcode	GTVB24ELMM2
Naam	Monetization & Marketing level 2
Studiejaar	2026-2027
ECTS credits	5
Taal	Engels
Coördinator	E.A. Shenderov
Werkvormen	Werkcollege
Toetsen	Monetization & Marketing level 2 - Overige toetsing

Leeruitkomsten

For this elective level 2 students have to write 5 personal learning outcomes that adapt to their level, development needs and the CMGT competencies. The learning outcomes have to be approved by the lecturer of the course.

Inhoud

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

Pitch Deck: Your solution for monetizing and marketing your game

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

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

The entry requirement for this elective is that the student has passed level 1 of the elective.

Opgenomen in opleiding(en)

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

School(s)

Kunst, Ontwerp & Ruimte

share your talent. move the world.

De ECTS onderwijscatalogus van de Hanzehogeschool Groningen wordt met de grootst mogelijke zorg samengesteld. Het is echter mogelijk dat de inhoud van de catalogus -en de daarin vervatte informatie- verouderd, incompleet of onjuist is. Aan de inhoud van de catalogus kunnen dan ook geen rechten worden ontleend.