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Refer to guidance notes for completion of each section of the specification.

Module Code:	COM649

Module Title:	Game Design, Marketing & Monetisation

Level:	6	Credit Value:	20

Cost Centre(s):	GACP	<u>JACS3</u> **code**: <u>HECoS</u> code:	I161 100738

Faculty	FAST	Module Leader:	Richard Hebblewhite

Scheduled learning and teaching hours	24 hrs
Placement tutor support	0 hrs
Supervised learning eg practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total contact hours	**24** hrs
Placement / work based learning	
Guided independent study	176 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
BSc (Hons) Computer Game Design & Enterprise	✓	
BSc (Hons) Computer Game Design & Enterprise (with Industrial Placement)	✓	
BA (Hons) Game Art	✓	
BA (Hons) Game Art (with Industrial Placement)	✓	

Pre-requisites
None

Office use only	
Office use only	
Initial approval: 28/11/2019	Version no:1
With effect from: 01/09/2019	
Date and details of revision: Revalidated BA (Hons) Game Art approved 15/6/20 with effect from Sept 20	Version no:2

Module Aims
This module is designed to further build on students' knowledge of games, media and software design with emphasis on the tools, techniques and strategies that support the marketing and monetisation of modern applications. The module content will focus on two areas of interest; design & technology. Design: Students will explore various themes of modern development such as addiction design, player/user experience, psychology and modelling and the various methods by which they can be exploited to generate income or increase market presence. The legal, ethical and social issues surrounding these techniques will play an importance role. Technology: Students will engage with current tools and technologies that support marketing, monetisation and income generation. Crowdfunding platforms, In-app purchasing, Free-to-Play and audience engagement strategies along with tools and systems that support their development will be applied and appraised.

Module Learning Outcomes - at the end of this module, students will be able to	
1	Compare and contrast current industry trends and identify potential opportunities for the marketing and monetisation of games, media and software applications.
2	Design, develop and deploy solutions for marketing and monetisation related issues.
3	Analyse the effectiveness and impact of marketing and monetisation technologies through practical application.

Employability Skills The Wrexham Glyndŵr Graduate	I = included in module content A = included in module assessment N/A = not applicable
CORE ATTRIBUTES	
Engaged	I/A
Creative	I/A
Enterprising	I/A
Ethical	I/A
KEY ATTITUDES	
Commitment	I/A
Curiosity	I/A
Resilient	I/A
Confidence	I/A
Adaptability	I/A
PRACTICAL SKILLSETS	
Digital fluency	I/A
Organisation	I/A
Leadership and team working	I/A
Critical thinking	I/A
Emotional intelligence	I/A
Communication	I/A

Derogations
None

Assessment:
Indicative Assessment Tasks:
The module will be assessed by way of two distinct pieces of coursework (indicative word count is 2000 words each).

During the initial stage of the first assignment, the students will be asked to produce a research report that takes into account current trends and practices regarding the use of marketing and monetisation strategies with respect to modern games, media and software applications. Based on their findings, students will progress to the second stage of the assignment and formulate a design for a game/app along with a full Kickstarter, social media and monetisation strategy. The aim will be to create an "Apprentice" styled exercise aimed at attempting to generate the largest digital marketing footprint possible.

The second piece of coursework will focus on the analysis of the previous campaign. Students will be expected to collate and critically analyse the results of their strategy and decision making processes in terms of the tools, technologies and methods employed. The students will also be expected to provide an overview of this report in a formal presentation. |

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2	Coursework	50%
2	3	Coursework	50%

Learning and Teaching Strategies:
Lectures, supported by tutorials and practical sessions where students get the opportunity to put theory into practice and experiment with current techniques and related technology.

The lectures will focus on presenting key topics and concepts, whereas the practical/tutorial based learning will be delivered through tutor supported workshop sessions where students will receive technical support along with advice and guidance in terms of their coursework.

As the module progresses, the workshop sessions will become more important as students develop and deploy their ideas.

Formative, self-directed exercises will be used to support transfer of knowledge and understanding. The Moodle VLE system will form the primary platform for the dissemination of training videos, tutorials, lecture notes and reading material. Assessment material and supporting documentation will also be made available. |

Syllabus outline:
Digital Marketing
•   Viral Marketing
•   Market Awareness & Analysis

Social Media Tools & Techniques
- Trends & Statistics
- Engagements & Impressions
- Audience Engagement
- Content Management & User Messaging Tools

User & Player Modelling
- Player & User Psychology
- Addiction Design • Flow Theory & Strategic Balancing

Monetisation Strategies & Tools
- Crowdfunding
- Ad Revenue, Ad Placement & Design
- Pay to Win Techniques
- Tools and Platforms (ChartBoost etc.)

Legal, Ethical and Social Issues.
- Localisation Strategy
- Content Classification

Indicative Bibliography:

Essential reading

Owen, A. (2016) A Guide to App Marketing: Take your Smartphone App Viral. Independently published.

Other indicative reading

Berkowski, G. (2014) How to Build a Billion Dollar App: Discover the secrets of the most successful entrepreneurs of our time. Piatkus, London.

Kitchen, M.T., Ivanescu, Y. (2015) Profitable Social Media Marketing: How To Grow Your Business Using Facebook, Twitter, Instagram, LinkedIn And More, 2nd ed. CreateSpace Independent Publishing Platform.

Lund, P. (2011) Massively Networked: How the Convergence of Social Media and Technology Is Changing Your Life. Pli Media, San Francisco.

Rogers, S. (2014) Level Up!: The Guide to Great Video Game Design, 2nd ed. John Wiley & Sons, Hoboken.

Professional Body Websites:
UK Interactive Entertainment (UKIE): http://ukie.org.uk/
International Game Developers Association (IGDA): https://www.igda.org/
Creative Skillset: https://creativeskillset.org/
The British Computer Society (BCS): http://www.bcs.org/