



Module Specification

Video Game Marketing

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Part 1: Information

Module title: Video Game Marketing

Module code: UMKDWU-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module explores the fast growing video games and entertainment sector. It provides a unique insight and allows students to analyse a failed launch for a company of their choice.

Features: Not applicable

Educational aims: To educate students in the challenges and unique features of the video game sector.

Outline syllabus: Students will engage with various academic theories from transactional and relationship marketing and apply them to various game company case studies.

Part 3: Teaching and learning methods

Teaching and learning methods: Students will be taught via weekly lectorials

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Demonstrate knowledge of the video games sectors as well as the approach to managing customer expectations and perceptions

MO2 Undertake a critical evaluation of existing video game services, their management and the challenges service marketers face

MO3 Create realistic plans that focus upon improving the quality of video game services for users and developers

MO4 Deal with complex problems within the video games industry, using appropriate marketing theory, models and tools for problem identification, definition and resolution

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/5758683E-75F9-A452-D358-A1DDCE244D1E.html?lang=en&login=1) via the following link <https://rl.talis.com/3/uwe/lists/5758683E-75F9-A452-D358-A1DDCE244D1E.html?lang=en&login=1>

Part 4: Assessment

Assessment strategy: Through their own research, students will identify a product/service launch in the video games or wider online entertainment sector, evaluating the marketing of the new product/service and making recommendations on how this could have been improved.

Weekly sessions will provide students with the opportunity to gain feedback on the assignment and critique those of their peers.

Assessment tasks:

Written Assignment (First Sit)

Description: 3000-word written assignment.

Through their own research, students will identify a product/service launch in the video games or wider online entertainment sector, evaluating the marketing of the new product/service and making recommendations on how this could have been improved.

Weighting: 100 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Written Assignment (Resit)

Description: 3000-word written assignment.

Through their own research, students will identify a product/service launch in the video games or wider online entertainment sector, evaluating the marketing of the new product/service and making recommendations on how this could have been improved.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing [Frenchay] MSc 2023-24

Digital Marketing [Frenchay] MSc 2023-24

Marketing Communications [Frenchay] MSc 2023-24