Postgraduate Certificate
Digital Marketing in Video Game Companies

tech global university

Postgraduate Certificate
Digital Marketing in Video Game Companies

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Global University**
- » Credits: **6 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**
- » Target Group: **Graduates with certificate, diploma and bachelor's degree in the field of business who want to broaden their career and acquire the necessary skills that will allow them to carry out a managerial activity in the different fields of the Video Game Industry**

Website: **www.techtitute.com/us/school-of-business/postgraduate-certificate/digital-marketing-video-game-companies**

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01
Welcome

Marketing is, nowadays, one of the main tools that companies have to guarantee their success. Having a good team capable of launching effective campaigns in line with market demands is fundamental, but so is having a director capable of leading projects and campaigns. Given the evolution that the video game industry has undergone, this role must be performed by a person who is well prepared, knowledgeable about current trends and the most effective strategies within this sector. That is why this program is 100% online and accessible from any device, which will allow the graduates to know the keys that will make them the perfect figure to lead the marketing department of any gaming *company*.

Postgraduate Certificate in Digital Marketing in Video Game Companies
TECH Global University

This Postgraduate Certificate will give you access to the material you need to boost your career in the video game marketing industry"

02
Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Global University

Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.

The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies

Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

+100000
executives prepared each year

+200
different nationalities

Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

+500 | collaborative agreements with leading companies

Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.

Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:

Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.

At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"

Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.

Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level"

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05 Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06 Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

20% of our students develop their own business idea.

07 Improve *soft skills* and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08 You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Global University community.

We give you the opportunity to study with a team of world-renowned teachers.

04

Objectives

Taking into account that video game companies are constantly changing and evolving, the objective of this Postgraduate Certificate is to provide the graduate with the keys that allow them to keep up-to-date and learn about the most effective trends within the gaming marketing sector. In addition, another of TECH's goals is to provide you with the opportunity to access the best pedagogical tools to facilitate your program and save you study time.

If your goal is to stand out, this program will provide you with the necessary knowledge that will make you the best professional in the area of marketing for video game companies"

TECH makes the goals of their students their own goals too.
Working together to achieve them.

The **Postgraduate Certificate in Digital Marketing in Video Game Companies** will enable students to:

01   Generate strategies for the industry

02   Learn how to develop marketing and sales strategies in detail

03 Identify and know how to develop all the disciplines and techniques of Gaming *Marketing* that enable companies to boost their business models in the video game industry

04 Develop the concepts that will allow you to effectively design, plan and analyze a Social Media strategy.

05
Structure and Content

TECH prepares its programs always taking into account the most current and complete information. That is why the graduate will find in this program the best content, designed exclusively by the teacher's team and based on industry trends and TECH's pedagogical strategy. In addition, it is a syllabus where practical content takes on special relevance, facilitating more effective and productive learning for the student.

"

With this Postgraduate Certificate you will delve into the most effective strategies in gamer marketing and its most important digital assets. This will allow you to manage a team with the guarantee of knowing the latest techniques"

Syllabus

This Postgraduate Certificate in Digital Marketing in Video Game Companies designed exclusively by the teaching team of TECH Global University, collects the most relevant and necessary aspects to develop a successful business career within the management of the marketing area of a gamer company.

It is an intensive program developed during 6 weeks and in this way the student will have access to 180 hours of material not only theoretical, but also practical, as well as additional. In the Virtual Classroom you will find detailed videos, dynamic summaries of each unit, research articles and complementary readings that will allow you to expand on each section as you wish.

The program delves into the most important aspects of digital marketing in the video games sector, from strategies and digital assets, to the most effective media and techniques, focusing on Inbound Marketing, Account Based Marketing and Email Marketing. Finally, delve into automation and the metrics needed to develop a successful campaign.

A Postgraduate Certificate 100% online and with a virtual classroom available 24 hours a day, which allows you to organize your own teaching schedule, without having to neglect your work activity. In addition to the quality of the content, the professionalism of the teachers and the prestige that a program issued by the largest Technological University in the world will add to your curriculum: TECH.

This Postgraduate Certificate in Digital Marketing in Video Game Companies is developed over 6 weeks and in a single module:

| Module 1 | Digital Marketing in Video Game Companies |

Where, When and How is it Taught?

TECH offers you the possibility to study this Postgraduate Certificate in Digital Marketing in Video Game Companies completely online. Throughout the 6 weeks of the program, you will be able to access all the program contents at any time, allowing you to self-manage your study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Digital Marketing and Digital Transformation of Video Games

1.1. Digital Marketing Strategy
1.1.1. Customer Centric
1.1.2. Customer Journey and Marketing Funnel
1.1.3. Design and Creation of a Digital Marketing Plan

1.2. Digital Assets
1.2.1. Architecture and Web Design
1.2.2. User Experience- CX
1.2.3. Mobile Marketing

1.3. Digital Media
1.3.1. Strategy and Planning Media
1.3.2. Display and Advertising Graphics
1.3.3. Digital TV

1.4. Search
1.4.1. Development and Application of a Search Strategy
1.4.2. SEO
1.4.3. SEM

1.5. Social Media
1.5.1. Design, Planning and Analytics in a Social Media Strategy
1.5.2. Marketing Techniques on Horizontal Social Media
1.5.3. Marketing Techniques on Vertical Social Media

1.6. Inbound Marketing.
1.6.1. Inbound Marketing Funnel
1.6.2. Content Marketing Generation
1.6.3. Leads Acquisition and Management

1.7. Account-Based Marketing
1.7.1. B2B Marketing Strategy
1.7.2. Decision Maker and Contact Map
1.7.3. Account-Based Marketing Plan

1.8. Email Marketing and Landing Pages
1.8.1. Characteristics of Email Marketing
1.8.2. Creativity and Landing Pages
1.8.3. Email Marketing Campaigns and Actions

1.9. Automization of Marketing
1.9.1. Marketing Automation
1.9.2. Big Data and AI Applied to Marketing
1.9.3. Main Solutions of Marketing Automation

1.10. Metrics, KPIs and ROI
1.10.1. Principle Metrics and KPI of Digital Marketing
1.10.2. Solutions and Measuring Tools
1.10.3. ROI Calculation and Tracking

You will take a decisive step forward in your professional career by bringing to your educational experience a current and comprehensive program that will make you stand out among the best"

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"

This program prepares you to face business challenges in uncertain environments and achieve business success.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments"

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

3%

30%

15%

4%

Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

07

Our Students' Profiles

This Postgraduate Certificate is aimed at graduates, professionals who have previously completed any of the programs offered by the administrative branch and the marketing sector. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities. Professionals who are university graduates in any area and have two years of work experience in the managerial field may also take the Postgraduate Certificate.

The program you were looking for to reinforce, expand, update and elevate your knowledge in the marketing area of companies dedicated to video games to the most prestigious management level"

Average Age

Between **35** and **45** years old

Years of Experience

More than 5 years **17%**

Up to 15 years **14%**

5 to 10 years **32%**

10 to 15 years **37%**

Training

Business Economics **49%**

Engineering **27%**

Social Sciences **12%**

Other **12%**

Academic Profile

Industry **35%**

Services **16%**

Entrepreneurs **39%**

Other **10%**
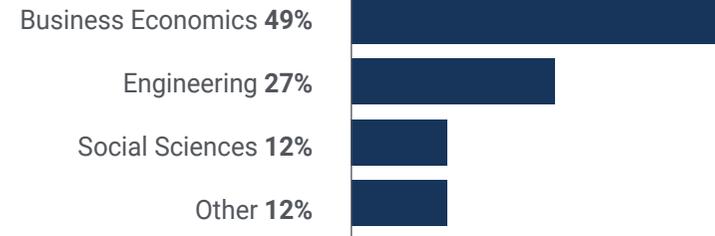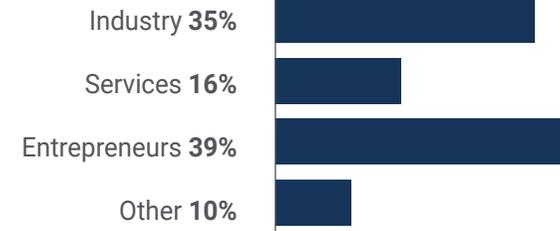
Geographical Distribution

USA **10%**

Spain **48%**

Mexico **25%**

Colombia **17%**
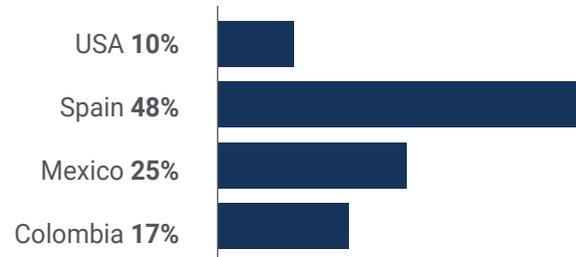
Regina Rodríguez

Director of a Marketing and Advertising team

"When I went into business, I never imagined that I would end up managing a marketing team in a gaming company. The subject of video games is something I have always liked and one day, by chance, I came across this Postgraduate Certificate. In a few weeks I had learned everything I needed to undertake my own project and thanks to this program today I can say that I have achieved my professional goals"

08
Course Management

For the development of the teaching staff of this Postgraduate Certificate TECH has selected a team with extensive experience in the business management sector, a group of active professionals, committed to teaching and committed to ensuring a unique educational activity, quality and based on the reality of the video game industry. This will provide the graduate with a critical and current vision. In addition, the faculty will be available to resolve any questions that arise during the program and to advise students on their path to professional and business success.

"

The teacher's team will be at your disposal to help you achieve your professional goals. You will be able to learn from their mistakes and success strategies, which will guide you on your way"

Management

Mr. Campos Ortiz, Roberto

- Software Engineer Quasar Scence Resources
- Software Engineer at the European Space Agency (ESA-ESAC) for the Solar Orbiter mission
- Content creator and Artificial Intelligence expert in the course: "Artificial Intelligence: The technology of the present-future" for the Andalusian Regional Government. Euroformac Group
- Quantum Computing Scientist Zapata Computing Inc
- Graduated in Computer Engineering at Carlos III University
- Master in Computer Science and Technology at Carlos III University

09
Impact on Your Career

Seeking the greatest possible positive impact on the student's career, TECH has brought together in this Postgraduate Certificate not only the key knowledge in Digital Marketing in Video Game Companies, but also the unique perspective to put that knowledge into practice with the greatest success. In this way, both the students' critical and analytical skills as well as their own transversal competencies, essential for any modern leader, are fostered.

This Postgraduate Certificate is presented as a positive impact on your career, which will allow you to project your future towards more relevant companies and more prestigious jobs"

Are you ready to take the leap?
Excellent professional development awaits you

The Postgraduate Certificate in Digital Marketing in Video Games Companies at TECH is an intensive program that prepares you to face challenges and business decisions in the field of business management within the gaming industry. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve, make a positive change at a professional level and network with the best, then this is the place for you.

This opportunity is the one you were looking for. Enroll now and embark on your path to professional and career success.

You decide when and where to take the program. With this Postgraduate Certificate, forget about schedules and organize your calendar according to your availability, without stress.

When the change occurs

During the program	During the first year	After 2 years
15%	**57%**	**28%**

Type of change

Internal Promotion **25%**

Change of Company **40%**

Entrepreneurship **35%**
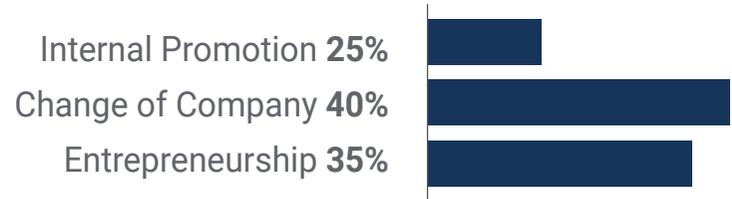
Salary increase

This program represents a salary increase of more than **24.5%** for our students.

Salary before **$48,000**	A salary increase of **24.5%**	Salary after **$59,800**
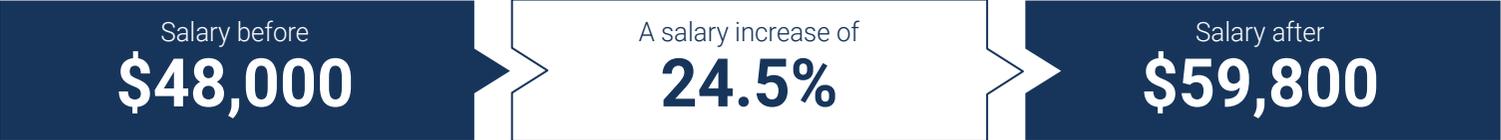
10
Benefits for Your Company

The Postgraduate Certificate in Digital Marketing in Video Game Companies contributes to elevating the organization's talent to its maximum potential through the Institution of high-level leaders. Participating in this qualification is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers. In addition, the figure of a qualified manager can help the company grow to position itself above the competition.

"This program is the best option to add quality and talent to your career"

Developing and retaining talent in companies is the best long-term investment.

01

Growth of talent and intellectual capital

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.

tech

05

Project Development

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06

Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

11
Certificate

The Postgraduate Certificate in Digital Marketing in Video Game Companies guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This program will allow you to obtain your **Postgraduate Certificate in Digital Marketing in Video Game Companies** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Digital Marketing in Video Game Companies**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**

tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Postgraduate Certificate in Digital Marketingin Video Game Companies

This is a program of 180 hours of duration equivalent to 6 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

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