Postgraduate Certificate
Digital Marketing in Video Game Companies

tech technological university

Postgraduate Certificate
Digital Marketing in Video Game Companies

» Modality: **Online**
» Duration: **6 weeks**
» Certificate: **TECH Technological University**
» Dedication: **16h/week**
» Schedule: **at your own pace**
» Exams: **online**

Website: **www.techtitute.com/in/videogames/postgraduate-certificate/digital-marketing-video-game-companies**

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01
Introduction

Developing a good media strategy is a task of utmost importance in any type of company. In the case of companies dedicated to video games, distributing and marketing a digital game so that the end customers want to buy it is undoubtedly a task that takes a lot of planning, and requires qualified professionals. This program will guide the students through a syllabus developed by professionals, which will cover the fundamental aspects of Digital Marketing within a company. All this, applying highly effective teaching techniques and a completely online methodology that will allow the students to combine their studies with other day-to-day activities.

"Think about how you would sell a multiplayer adventure videogame. What would you offer to the customers? How would you do it? We'll show you!"

One of the most important tasks within a company is to create a marketing campaign. This aims to attract customers who consume the company's product, which in this case would be video games. For this purpose, it is important to learn how to design a Digital Marketing plan, giving priority to customer orientation in order to know what their needs are or what they are looking for to be able to offer it to them.

To achieve these purposes, this program will teach students to communicate with the customers through digital assets that function as means of communication. Through them, two fundamental things will be transmitted to the customer: a commercial message and an experience. Of course, there are many techniques for this customer acquisition: Search, Display, programmatic advertising, etc. For this reason, all these concepts will be studied in detail so that the graduates know in depth how to work with the market.

The syllabus of this Postgraduate Certificate, has the latest updates and key concepts in Digital Marketing. Also, the teaching staff leading this program is highly qualified for their work with students who wish to join this labor market. Because creating and designing a video game is a complex task, but convincing and analyzing how to distribute it is essential.

TECH not only has a completely online methodology, but also highly effective teaching practices. This is the case of Storytelling or Realearning, which have already been endorsed by various institutions and personalities in the teaching environment around the world. This program offers an educational proposal adapted to current times, adapting to the students at all times.

This **Postgraduate Certificate in Digital Marketing in Video Game Companies** contains the most complete and up-to-date program on the market. The most important features include:

- Practical cases so that learning is carried out in a more direct way
- Specialized content on video game development and animation
- Theoretical lessons, questions to the experts, debate forums on controversial topics, and individual reflection work
- Content that is accessible from any fixed or portable device with an Internet connection

Join a pioneering educational proposal that is the future of teaching. The most important is that you achieve your goals when you complete the program"

" The automation of processes is a vital part of today's companies. We will help you to learn how to put them into practice in the future"

TECH is a leader in learning methodologies, such as Relearning. All of them endorsed by professionals and institutions of great worldwide prestige.

Learn how to attract customers through different techniques such as SEO or programmatic advertising.

The program's teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professionals must try to solve the different professional practice situations that arise throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

02
Objectives

The general and specific objectives of this program will help students to learn the most relevant notions within Digital Marketing in Video Game Companies. Upon completion of this program, the graduates will be able to put into practice all the knowledge acquired during their learning period.

Achieve the objectives of this program and face the labor market as a true professional in the world of Digital Marketing"

General Objectives

- Generate strategies for the industry
- Learn how to develop marketing and sales strategies in detail

Specific Objectives

◆ 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

" *Achieve all the objectives proposed by this program and obtain yours: specialize in the Management of Video Game Companies"*

03

Course Management

This program has a highly qualified teaching team. They have extensive work and professional experience that endorses them within the sector. Through different learning techniques, they will be in charge of the student's optimal acquisition of the knowledge imparted in this Postgraduate Certificate.

"Great professionals within the sector will accompany you on this journey in which you will learn the most important notions of customer acquisition, as a starting point in a marketing campaign"

Management

Mr. Moreno Campos, Daniel

- Chief Operations Officer in Marshals
- Project Manager Officer in Sum- The Sales Intelligence Company
- Content Manager en GroupM (WPP)
- Teacher in Boluda.com
- Teacher in Edix (UNIR)
- Associate Teacher in ESIC Business & Marketing School
- Master's Degree in Innovation and Digital Transformation, Digital Communication and Multimedia Content at MSMK University
- Product Owner Certification
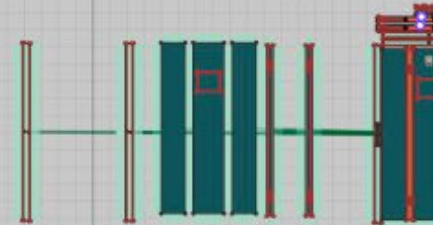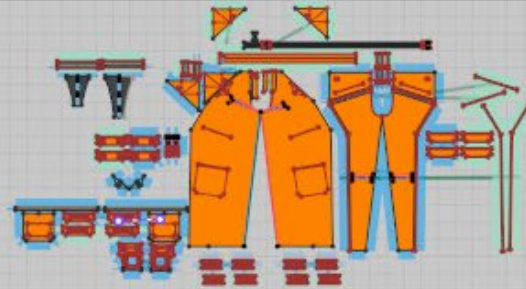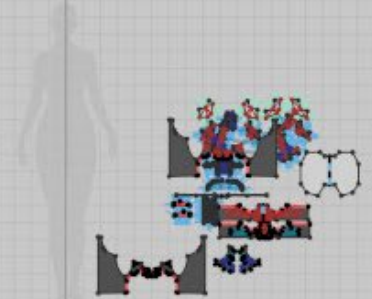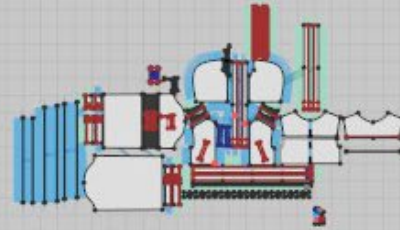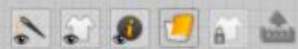
04
Structure and Content

This Postgraduate Certificate has a syllabus that includes all the necessary concepts to analyze and understand how and what type of marketing campaign should be done to launch a product. Through this module, the students will be immersed in different terms. Although they may be new at first, as they enter the workforce, they will discover that they will be their greatest allies.

"
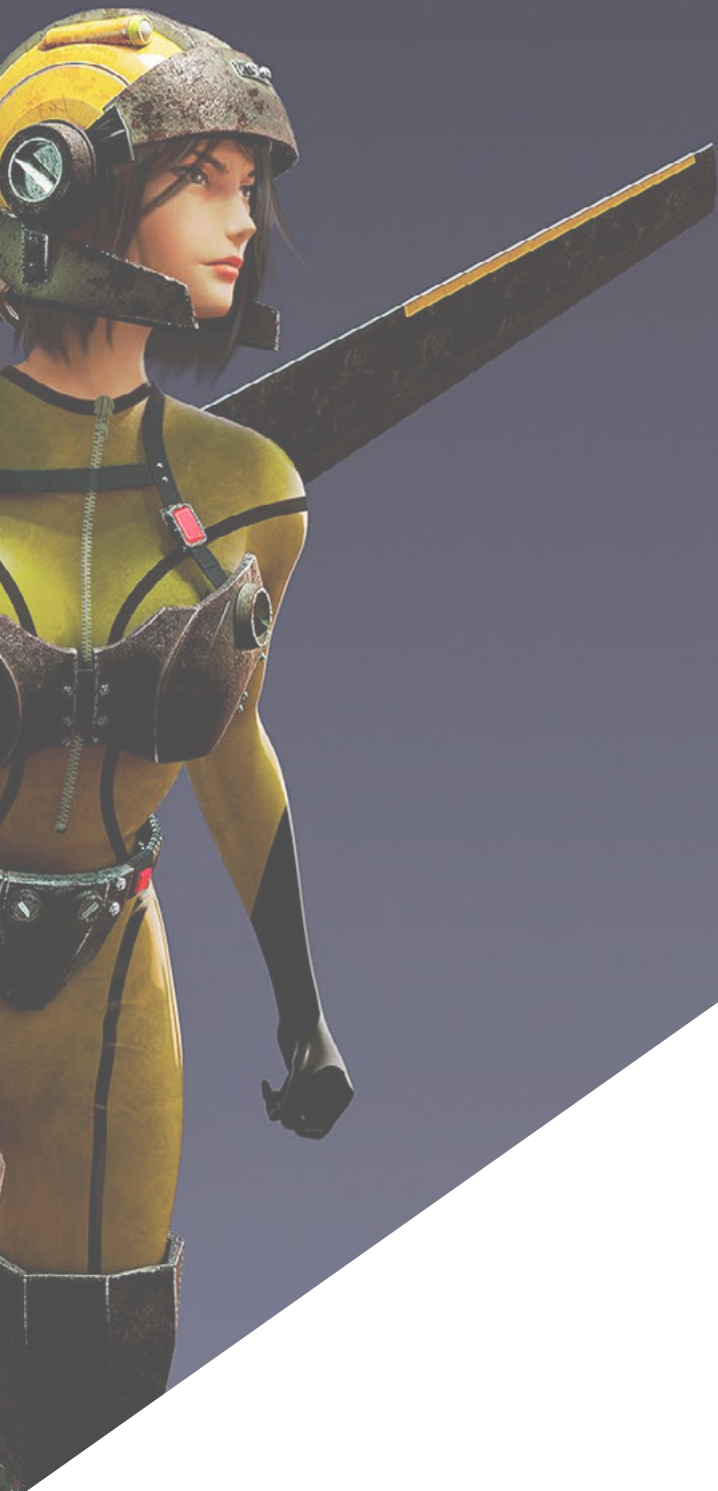
Leads, SEO, Display, etc. Learn all these terms that will be of great relevance in the development of your career in Digital Marketing"

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-CX Experience
      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 Marketeing 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

In the syllabus, you will not miss any detail. You will find everything you need to learn how to design a Digital Marketing plan"

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"

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"*

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. 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 professional reality is taken into account.

"

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

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 that you are presented with in the case method, an action-oriented learning method. Over the course of 4 years, you will be presented with multiple practical case studies. You will have to combine all your knowledge, and research, argue, and defend your ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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

In 2019, we obtained the best learning results of all online universities in the world.

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 university is the only one in the world authorized to employ 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. This methodology has 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, and financial markets and 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 training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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.

Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist 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%

20%

25%

4%

3%
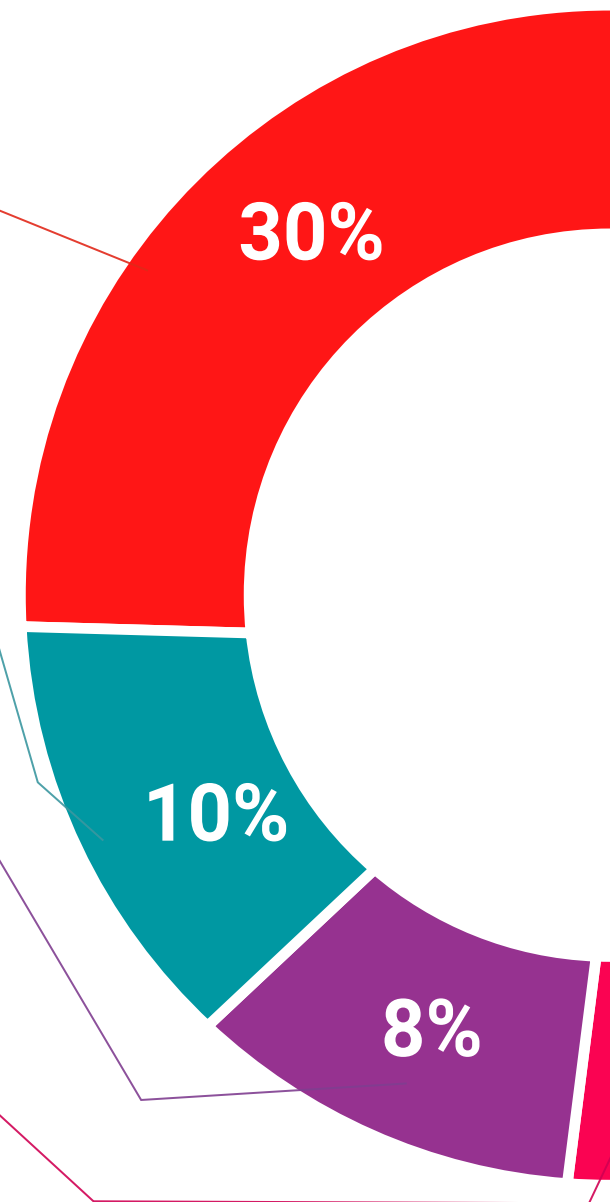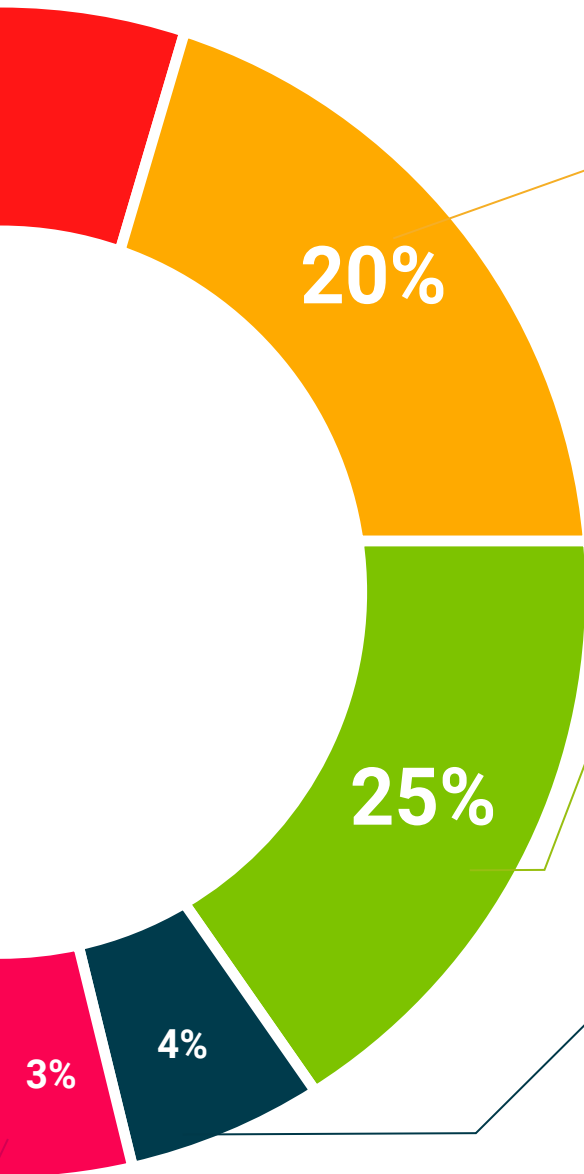
Case Studies

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 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.

06
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 Technological University.

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

This **Postgraduate Certificate in Digital Marketing in Video Game Companies** contains the most complete and up-to-date program on the market

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

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

Official Nº of Hours: **150 h.**

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Awards the following

CERTIFICATE
to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

POSTGRADUATE CERTIFICATE
in

Digital Marketing in Video Game Companies

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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