

# Postgraduate Certificate Digital Marketing for Video Games



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## Postgraduate Certificate Digital Marketing for Video Games

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/in/videogames/postgraduate-certificate/digital-marketing-video-games](http://www.techtute.com/in/videogames/postgraduate-certificate/digital-marketing-video-games)

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# 01

# Introduction

The video game industry is currently one of the most important. It moves a huge amount of money and has hundreds of millions of users worldwide. Therefore, it is a complex sector in which each week, dozens of new games are published, and as a result it is very difficult to stand out from the rest. For this reason, companies want to rely on true marketing specialists to help their projects succeed. This program offers students the best content to become experts in Digital Marketing applied to video games, in such a way that they can work in the biggest companies of the industry.





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*Specialize in Digital Marketing and carry the biggest video games of the future to success”*

Audiovisual industries are growing. *Streaming* platforms, series, movies and video games and services and products consumed by hundreds of millions of people worldwide. They are an essential part of leisure time on a global level and the internet and digital environment have allowed all audiences to be interconnected.

Therefore, ensuring the success of an entertainment product in this complex situation is something that is difficult to achieve, especially in the specific field of video games, which requires specific knowledge to adequately disseminate and promote their products.

For this reason, Digital Marketing is a vital aspect for video games. Without an appropriate marketing strategy, the game can fail and not reach the proposed objectives, in turn, causing difficulties for the company.

This Postgraduate Certificate in Digital Marketing for Video Games offers its students the possibility to become true experts in the field, in such a way that they can progress professionally and work in the big companies of the industry, helping them to reach success with their new video games.

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

- ◆ The development of case studies presented by experts in marketing applied to video games
- ◆ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where self-assessment can be used to improve learning
- ◆ Special emphasis on innovative methodologies
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Access to content from any fixed or portable device with an Internet connection



*This Postgraduate Certificate is what you need to achieve success in the video game industry”*

“

*Digital Marketing is vital for the success of a video game: specialize and make yourself an indispensable employee in your company”*

The program's teaching staff includes professionals from the sector who contribute their work experience to this 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 learning programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional 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.

*If you want to enter the video game industry, this program is what you need.*

*Don't wait any longer: with this Postgraduate Certificate you will go far.*



# 02 Objectives

The main objective of this Postgraduate Certificate in Digital Marketing for Video Games is to offer its students the skills required to progress professionally and become great experts in the subject, in such a way that they can work in the most famous companies in the industry thanks to the new skills that they will have acquired. Therefore, TECH's priority is to help students achieve their goals and with this Postgraduate Certificate you will be able to do so.





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*You will achieve all your professional goals with this Postgraduate Certificate in Digital Marketing for Video Games”*



## General Objectives

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- ◆ Learn to get involved in international environments when the dominant language is English
- ◆ Know all the terminology related to the world of video games in order to contribute with a better level of integration in global work teams
- ◆ Master the most important marketing and communication techniques that can be applied to video games
- ◆ Make the video game for which the marketing plan is developed successful

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*The best video game companies in the world will want to work with you”*





## Specific Objectives

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- ◆ Have English proficiency for oral presentations, daily interactions and teamwork
- ◆ Develop skills for getting involved in telephone conversations or face-to-face and virtual meetings in English
- ◆ Address common topics in the industry such as violence, sedentary lifestyle or mental health
- ◆ Gain an in-depth understanding of different current operating systems and the particular language of each one
- ◆ Reflect on digital transformation from the point of view of business innovation, financial and production management, marketing and human resources management
- ◆ Analyze the functioning of the governance and management of Information and Communication Technologies and the rules that govern it
- ◆ Gain in-depth knowledge of the service management system, knowing the basic principles of UNE-ISO/IEC 20000-1, the structure of the ISO/IEC 20000 series of standards and the requirements of the Service Management System (SMS)

03

# Structure and Content

This Postgraduate Certificate in Digital Marketing for Video Games has been designed by the best specialists in the field, who have extensive experience in the video game industry and, therefore, know exactly what companies are looking for and how to achieve success in this field. For this reason, this program is what any marketing professional needs to successfully work in this sector.



“

*The contents that will make you  
an expert in Digital Marketing for  
Video Games are here”*

## Module 1. English for Video Games

- 1.1. Oral Presentation
  - 1.1.1. Previous Steps- The Presentation Phase
  - 1.1.2. Effective Techniques for Giving a Good Presentation
  - 1.1.3. Strategies to Address Subsequent Questions
- 1.2. Problem Solving
  - 1.2.1. SWOT Analysis
  - 1.2.2. Make Proposals for Solutions
  - 1.2.3. The Role of Critical Thought in Problem Solving
- 1.3. Teamwork
  - 1.3.1. E-mail
  - 1.3.2. Daily Interaction with Work Colleagues
  - 1.3.3. The Importance of Teamwork in Remote Working Teams
- 1.4. Role of Communication in International Businesses
  - 1.4.1. Project Report
  - 1.4.2. Telephone Conversations
  - 1.4.3. Face-to-Face and Virtual Meetings
- 1.5. Debates in the World of Video Games
  - 1.5.1. Violence
  - 1.5.2. Sedentary Lifestyles and Video Games
  - 1.5.3. Mental Health
- 1.6. Ethics in the Technological World
  - 1.6.1. Digital Breach
  - 1.6.2. Overload of Information
  - 1.6.3. The Role of the External Public in the Field of Video Games
- 1.7. Historical Considerations
  - 1.7.1. The Beginnings of Video Game Development
  - 1.7.2. Major Milestones in the Mass Marketing Process
  - 1.7.3. The Role of Video Games in the USA in the 90s

- 1.8. Development and Latest Advances in Anglosaxon Software
  - 1.8.1. Artificial Intelligence: Challenges and Innovations for Programmers
  - 1.8.2. Interactivity and Collaboration in Video Games
  - 1.8.3. The Role of Video Games in American Cinema
- 1.9. The Efficacy of Operating Systems
  - 1.9.1. Xbox Operating Systems
  - 1.9.2. Playstation Operating Systems
  - 1.9.3. Nintendo Operating Systems
- 1.10. Technical Language in Online Video Games
  - 1.10.1. Video Game Vocabulary
  - 1.10.2. Grammatical Structures in Video Games
  - 1.10.3. The Role of Voice: Pronunciation Issues

## Module 2. Information Systems

- 2.1. Digital Transformation (I)
  - 2.1.1. Business Innovation
  - 2.1.2. Production Management
  - 2.1.3. Financial Management
- 2.2. Digital Transformation (II)
  - 2.2.1. Marketing
  - 2.2.2. HR Management
  - 2.2.3. The Integrated Information System
- 2.3. Case Study
  - 2.3.1. Company Presentation
  - 2.3.2. Methodologies to Analyze the Acquisition of IT
  - 2.3.3. Determining the Costs, Benefits and Risks
  - 2.3.4. Economic Evaluation of Investment

- 2.4. The Governing and Management of Information and Communication Technologies
  - 2.4.1. Definition of IT and Information Systems Governance
  - 2.4.2. Difference Between IT Systems Governance and Management
  - 2.4.3. Framework for IT Systems Governance and Management
  - 2.4.4. Regulations and IT Systems Governance and Management
- 2.5. The Corporate Governance of Information and Communication Technologies
  - 2.5.1. What is Good Corporate Governance?
  - 2.5.2. ICT Governance Background
  - 2.5.3. The ISO/IEC 38500:2008 Standard
  - 2.5.4. Implementation of Good ICT Governance
  - 2.5.5. ICT Governance and Best Practices
  - 2.5.6. Corporate Governance. Summary and Trends
- 2.6. Control Objectives for Information and Related Technologies (COBIT)
  - 2.6.1. Application Framework
  - 2.6.2. Domain: Planning and Organization
  - 2.6.3. Domain: Acquisition and Implementation
  - 2.6.4. Domain: Delivery and Support
  - 2.6.5. Domain: Supervision and Evaluation
  - 2.6.6. Application of the COBIT Guide
- 2.7. The Information Technology Infrastructure Library (ITIL)
  - 2.7.1. Introduction to ITIL
  - 2.7.2. Service Strategies
  - 2.7.3. Service Design
  - 2.7.4. Transition Between Services
  - 2.7.5. Service Operation
  - 2.7.6. Improving the Service
- 2.8. The Service Management System
  - 2.8.1. Basic Principles of UNE-ISO/IEC 20000-1
  - 2.8.2. The Structure of the ISO/IEC 20000 Regulations
  - 2.8.3. Service Management System (SMS) Requirements
  - 2.8.4. Design and Transition of New or Modified Services
  - 2.8.5. Service Provision Processes
  - 2.8.6. Groups of Processes
- 2.9. The Software Asset Management System
  - 2.9.1. Justification of Needs
  - 2.9.2. Medical History
  - 2.9.3. Presentation of the 19770 Regulation
  - 2.9.4. Management Implementation
- 2.10. Business Continuity Management
  - 2.10.1. Business Continuity Plan
  - 2.10.2. Implementation of a BCP



*There is no better program  
to help you achieve success  
in the video game industry"*

# 04

# 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.







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*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.

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*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.



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.





#### 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.



05

# Certificate

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





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

This **Postgraduate Certificate in Digital Marketing for Video Games** 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 for Video Games**

Official N° of Hours: **300 h.**



\*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.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
online training  
development language  
classroom



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