

Postgraduate Diploma Business Models and Gamified Product Sales



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- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/videogames-design/postgraduate-diploma/postgraduate-diploma-business-models-gamified-product-sales

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01

Introduction

Today more than ever, knowing how to sell is one of the indispensable skills in the professional world. Whether it is to itself or to a product or service. Mastering all the information, methods and tools for the sale and business of gamified video games, will give the necessary keys for the professional to stand out in a highly competitive industry. This is how the following program proposes to teach the professional all the strategies of Business Models and Gamified Product Sales.





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Develop your own business model and succeed in the gamified products market"

This Postgraduate Diploma develops all the concepts about Business Models and Gamified Product Sales that the professional needs to know in order to climb to the next level in their career. Giving them to know in detail from the origins in the most primitive base of the board games, to understand the sense of the mechanics.

Giving the professional all the tools to know how to create experiences according to the user's objective, without breaking the fun purpose of the game itself. In this way, experts will be able to produce outstanding video games and go a step further by applying gamification to any product.

This will allow to cross the boundaries of work inside and outside the video game industry. Therefore, it is essential to provide the professional with knowledge in terms of investment, prototype presentation, brand management, as well as to differentiate the different interactive products and their media.

With this program, the student will be able to qualify in Business Models and Gamified Product Sales by passing all the topics. It will be 6 months of study in a virtual environment, but with the accompaniment of the teachers who lead this training. Providing the best content in dynamic formats for learning. It will have meeting rooms, forums, private chats and everything the student needs to have the best learning experience. It also offers the possibility of downloading all the didactic material for consultation.

This **Postgraduate Diploma in Business Models and Gamified Product Sales** contains the most complete and up-to-date educational program on the market. Its most notable features are:

- ◆ The development of case studies presented by professional gamification and user psychology experts
- ◆ The graphic, schematic, and eminently 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
- ◆ Its special emphasis on innovative methodologies
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



You will learn how to sell your gamified products with the best strategy"

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Don't stop at just an idea, work to make it real. Enroll now in the Postgraduate Diploma in Business Models and Gamified Product Sales"

The program's teaching staff includes professionals from the sector who contribute their work experience to this training 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 training programmed to train 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 during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

Technology offers you many advantages, take advantage of one of the best. Study where, how and when you want with this 100% online program.

If you have a colossal desire to succeed, connect to the action. Learn all about marketing for gamified products.



02 Objectives

With the main objective that the video game design professional can broaden their employment horizons, this Postgraduate Diploma has been designed to specialize in business and sales. Thus delving into all the necessary structures for the complete design of a gamified product or service, which will make it more effective.





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Apply gamification to different products and go beyond the boundaries of the video game industry”



General Objectives

- ◆ Explore the behavior of the business and sales world
- ◆ Master in depth the field of gamification, its origin, development and expansion
- ◆ Enhance design skills to make video games attractive and easy to use
- ◆ Analyze all the variables of video games and their industry
- ◆ Professionalize the theoretical bases of gamification applied in each field of specialization
- ◆ Achieving autonomy from videogame development to sale



Entering the world of gamified product business is possible with the right knowledge. Learn all about investment, promotion and branding"





Specific Objectives

Module 1 Business Models and Sale of Gamified Video Games

- ◆ Knowledge of the industry's business models and its characters
- ◆ Analyze the importance of branding and its successful application
- ◆ Delve into ways to raise capital for new product development
- ◆ Identify the right prototype for each product type
- ◆ Understand the keys to selling a prototype

Module 2 Gamification Design and Other Models

- ◆ Seamlessly develop the design process within the field of gamification
- ◆ Devise new success stories based on known products and best practices
- ◆ Apply metrics and analytics to support development within a launched product
- ◆ Learn about different models and success stories in order to define your own objectives
- ◆ Successful completion of gamified product development

Module 3 Gamified Game Design

- ◆ Differentiate in a professional manner interactive products and their media
- ◆ Internalize the mission, vision and values of game development and design
- ◆ Creation of a consistent design according to the theoretical basis of board game design
- ◆ Analyze product types
- ◆ Deepen in the different professional roles in the gaming industry



03

Structure and Content

Thanks to the most innovative methodology and endorsed by experts, an educational program has been developed comprising 3 specialized modules distributed in 6 months of study. Giving the student the opportunity to train in a fully online environment, from the comfort of their laptop or favorite device through the internet. Making use of a secure platform and a virtual campus that make the study experience more agile.





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*Content designed especially for
Game Designer professionals
who want to exceed expectations”*

Module 1 Business Models and Sale of Gamified Video Games

- 1.1. Communication
 - 1.1.1. Developers
 - 1.1.2. Companies
 - 1.1.3. Publishers
- 1.2. Promotion
 - 1.2.1. Crowfounding
 - 1.2.2. Events
 - 1.2.3. Incubators
- 1.3. Investors
 - 1.3.1. Venture Capital
 - 1.3.2. Seed Money
 - 1.3.3. Angel Investor
- 1.4. Brand: Identification
 - 1.4.1. Logo
 - 1.4.2. Conceptual Art
 - 1.4.3. Personal Cards
- 1.5. Brand: Exposure
 - 1.5.1. Web Presence
 - 1.5.2. Merchandising
 - 1.5.3. Presskit
- 1.6. Marketing
 - 1.6.1. Own
 - 1.6.2. Delegate
 - 1.6.3. Public
- 1.7. Sales Arguments
 - 1.7.1. Numbers
 - 1.7.2. Statistics
 - 1.7.3. USP
- 1.8. Prototypes: Mechanics
 - 1.8.1. Mechanics
 - 1.8.2. Aesthetics
 - 1.8.3. Technology

- 1.9. Other Prototypes
 - 1.9.1. Emerging
 - 1.9.2. Vertical
 - 1.9.3. Horizontal
- 1.10. Pitch
 - 1.10.1. Structure
 - 1.10.2. Sales
 - 1.10.3. Press

Module 2 Gamification Design and Other Models

- 2.1. Tools
 - 2.1.1. Analysis
 - 2.1.2. Metrics
 - 2.1.3. Actors
- 2.2. Ggdd
 - 2.2.1. Objective
 - 2.2.2. Behaviour
 - 2.2.3. Players
- 2.3. Ggdd: Motivators and Implications
 - 2.3.1. Motivators
 - 2.3.2. Implications
 - 2.3.3. MDA
- 2.4. Ggdd: Entertainment
 - 2.4.1. Fun
 - 2.4.2. Tools
 - 2.4.3. AAI
- 2.5. Study Cases
 - 2.5.1. Speed Camera
 - 2.5.2. Amazon
 - 2.5.3. Pain Squad
- 2.6. Serious Games
 - 2.6.1. Uses
 - 2.6.2. Obstacles
 - 2.6.3. Study Case

- 2.7. Social Games
 - 2.7.1. Connections
 - 2.7.2. Viralization
 - 2.7.3. Study Case
- 2.8. Educational Games
 - 2.8.1. Problems
 - 2.8.2. Learning as a Means
 - 2.8.3. Study Case
- 2.9. Advertising Games
 - 2.9.1. Differences
 - 2.9.2. Advantages
 - 2.9.3. Study Case
- 2.10. Transmedia Games
 - 2.10.1. Inclusion
 - 2.10.2. Creation
 - 2.10.3. Cases

Module 3 Gamified Game Design

- 3.1. Gamified Game Design
 - 3.1.1. Games
 - 3.1.2. Video Games
 - 3.1.3. The Design
- 3.2. Profiles Involved
 - 3.2.1. Programmer
 - 3.2.2. Artist
 - 3.2.3. Designer
- 3.3. Production and QA
 - 3.3.1. Producer
 - 3.3.2. QA
 - 3.3.3. Screenwriter
- 3.4. Other Roles
 - 3.4.1. Composer
 - 3.4.2. Specialist Roles
 - 3.4.3. Intermediaries

- 3.5. Mission
 - 3.5.1. Role of the Designer
 - 3.5.2. Valuable Knowledge
 - 3.5.3. Solo Development
- 3.6. Vision
 - 3.6.1. Possibilities
 - 3.6.2. Ambition
 - 3.6.3. Retrospective Vision
- 3.7. Values of Gamification
 - 3.7.1. Constraints
 - 3.7.2. Planning
 - 3.7.3. Target
- 3.8. Specialities
 - 3.8.1. Goals
 - 3.8.2. Niche
 - 3.8.3. Clone Wars
- 3.9. Prototyping
 - 3.9.1. Paper Prototype
 - 3.9.2. From Game to Video Game
 - 3.9.3. Board Games
- 3.10. Structures
 - 3.10.1. Structure and Elements
 - 3.10.2. Brainstorming
 - 3.10.3. The Five Questions

“With TECH's study methodology you will be qualified in only 6 months”

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.



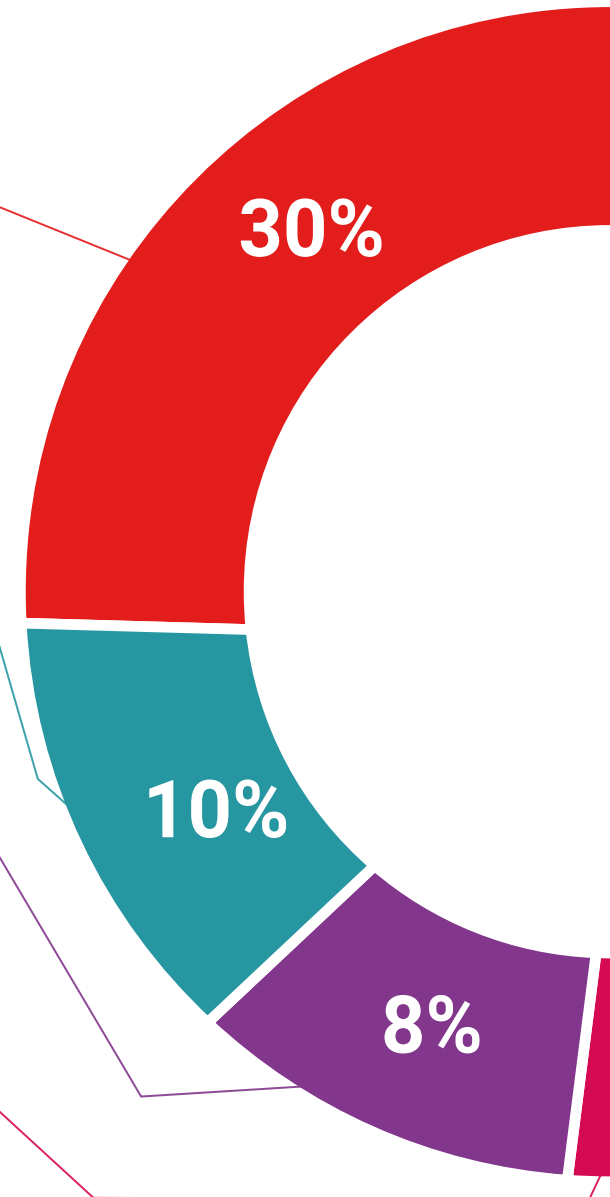
Practising Skills and Abilities

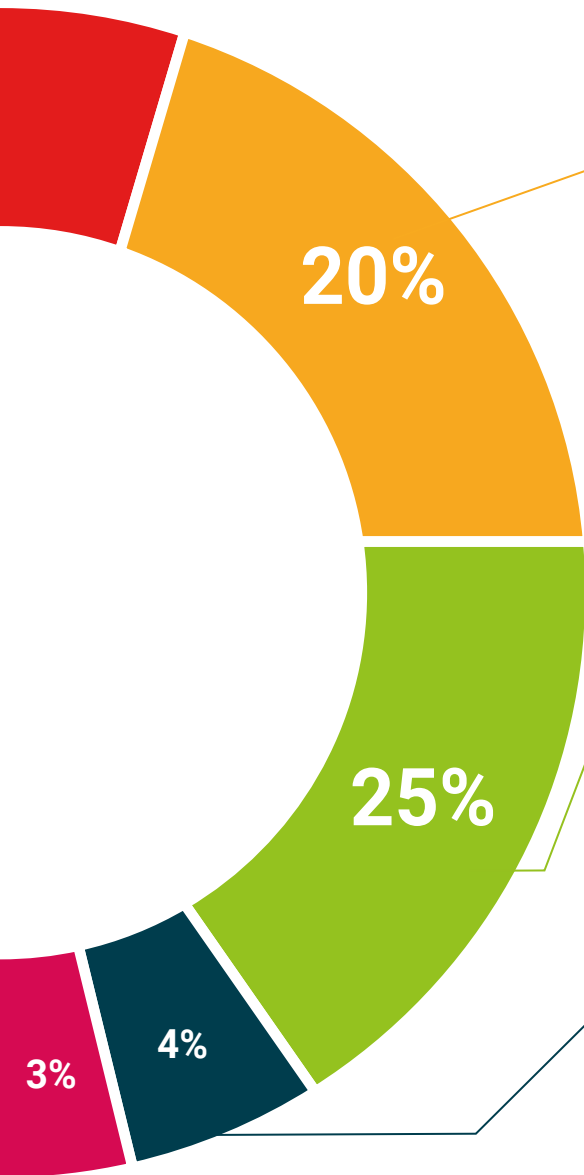
They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



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 Diploma in Business Models and Gamified Product Sales guarantees, in addition to the most rigorous and up-to-date training, access to a certificate issued by TECH Global University.



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*Successfully complete this training program
and receive your university certificate without
travel or laborious paperwork”*

This program will allow you to obtain your **Postgraduate Diploma in Business Models and Gamified Product Sales** 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.

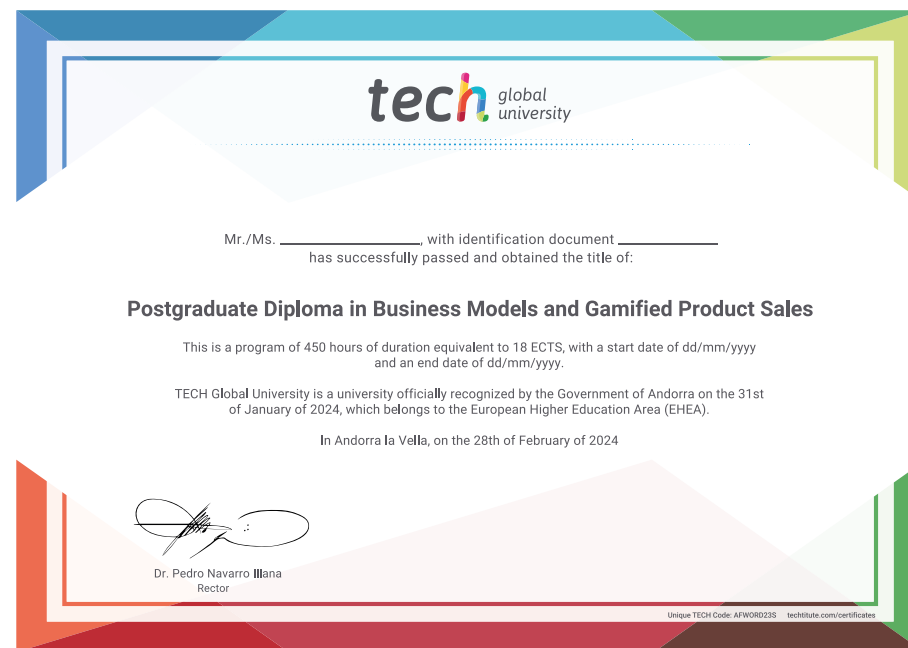
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Business Models and Gamified Product Sales**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**



future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

personalized service innovation

knowledge present

online

development

languages

classroom

tech global
university

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