



Video game publishing and marketing (AD-020)
(MÄNGU PUBLITSEERIMINE JA TURUNDAMINE)
(Публикация и маркетинг игр)

SUBJECT DESCRIPTION

Credits (ECTS)	5.00 ECTS
Assessment	grading
Aim of the subject and short description	
A pre-developed game will be prepared for the selling process - testing and feedback, target group research, finding partners, establishing a company, planning marketing followed by the whole selling and marketing process	
Learning outcomes:	
Student: 1. Knows how to establish a game development company; 2. knows how to prepare marketing and publication plans for games; 3. ☐ is able to prepare marketing materials and texts; 4. has practical experience in publishing and marketing games.	

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