

GAM240 – Marketing Exercise – Week 3

Version 1.0
World Creation Project: Production
GAM240

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Marketing Exercise

In week 3, you will be all taking a part in marketing exercise.

In this session you will be exploring your group game concept and the target audience. You will receive **immediate feedback** from your **peers** and **tutor**. This will feed into the **Business Component** of the Assignment 2.

Before the session

In the run up to the session, please prepare the following about your game:

- Elevator Pitch
- Unique Selling Points
- Target Audience

This can be brought on a one-page A4 document.

During the session

You will be split into **4 groups** and will carry out the following tasks:

1. Demonstrate your pitch, unique selling points and target audience to your peers
2. Give feedback to your peers
3. Receive feedback from your peers

Please note down all feedback and use this to revise your Pitch, USP and Target Audience.