**Lesson 06 – Marketing, PR and Community Building**

**Main objective**

Students will learn about the different community aspects of game development that are used to market games to wider audiences.

**Standards**

* 9-12.IC.7 Impacts of Computing, Career Paths
* 9-12.DL.2 Digital Literacy, Digital Use
* 9-12.DL.6 Digital Literacy, Digital Citizenship

**Lesson Structure/In class exercises**

Aim: What are ways to market video games, as well as build communities/fanbases?

Do Now:  
What are some video games that you know a lot about, but have never played any of? How did you come to learn about it?

Instruction:  
Start by discussing the obvious type of marketing – large scale advertisements. TV commercials, billboards/posters, collaborations between music artists/celebrities. Also discuss awards shows/expos such as E3 and The Game Awards, and how games get publicity through that.

Students should also learn about smaller types of marketing, such as through social media, YouTubers/Twitch streamers, or even just making wikis for games.

Finally, discuss building fan communities through reddit, discord servers, and forums like Steam discussions.

This will be a lesson on the shorter side, in order to start giving students more of a chance to work on their final presentations.

Time to work on assignment:   
Students get the rest of class to work on their homework assignment, and/or their presentations.

**Resources**<https://blog.atisfyreach.com/game-marketing-strategies-to-reach-gamers/><https://vulcanpost.com/651277/league-of-legends-k-pop-video-marketing/>  
<https://www.youtube.com/watch?v=UOxkGD8qRB4>

**Assignments**

Low stakes assignment – Where do you keep up with news about game(s) that you like? (Discord servers, Reddit, other online forums, etc.) Share your positive or negative experiences and recommend things to people on a Google Classroom post!