**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 build a community during the course of game development and market video games?

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?

Intro:  
-fornite/league of legends – music videos/events/Arcane  
-twitter  
-discord servers  
-forums  
-tiktok  
-instagram viral memes

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

**Resources**

**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!