**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:

Do Now:

Intro:

Group discussions:

Time to work on assignment:

**Resources**

**Assignments**