DAWSON
C O L L E G E

INSTITUTION	DEPARTMENT	SEMESTER & TERM
Dawson College (Quebec, Canada)	AEC	Semester : F2014 Term:2

PROGRAM TITLE	CODE	
Independent Video Game Design	NWE.33	

COURSE NUMBER SECTION	COURSE TITLE	PONDERATION HOURS
582-82F-DW 07001	Game Promotion & Marketing	2 - 1 – 1 45

INSTRUCTOR	CONTACT INFORMATION	OFFICE HOURS
Salim Larochelle	Email: aoiosaru@hotmail.com Teacher can be contacted through email and response will be within 2 days.	DOES NOT APPLY

"The Institutional Student Evaluation Policy (ISEP) is designed to promote equitable and effective evaluation of student learning and is therefore a crucial policy to read and understand. The policy describes the rights and obligations of students, faculty, departments, programs, and the College administration with regard to evaluation in all your courses, including grade reviews and resolution of academic grievance. ISEP is available on the Dawson website."

COMPETENCIES:

Analyze the work situation. (CODE BW1A)
7. Explore monetization options for the independent video game design industry
- • 7.1. Effective identification of monetization options relating to the core user experience.
- • 7.2. Evaluation of pertinent monetization alternatives to the custom user experiences.

Plan an entrepreneurial project. (CODE BW1R)
1. Complete a personal assessment
- • Completion of a thorough assessment of one's competencies, qualities and personal achievements.
- • Recognition of one's limits and weaknesses.
- • Realistic determination of short and long term career objectives.
- • Accurate description of their entrepreneurial profile.
- • Identification of relevant contacts in their network.
2. Identify opportunities
- • 2.1 Accurate identification and characterization of gaming cultures, markets and industries.
- • 2.2 Identification of economic, social and cultural trends.
- • 2.3 Determination of a potential market.
- • 2.4 Collection of pertinent information related to personal interests.
3. Find innovative solutions
- • 3.1 Use of creative thinking techniques.
- • 3.2 Proposition of alternative ways to solve problems, satisfy needs or desires, benefit from an opportunity or set out novel directions.
- • 3.3 Generation of alternative ways of looking at problems, needs, desires, opportunities, and novel directions (reframing).

- 3.4 Identification and analysis of the feasibility of novel solutions, approaches or novel directions.

COURSE DESCRIPTION:
The business side of the video game industry comes with its unique set of challenges and opportunities. As future independent game designers, it is essential for students to be knowledgeable in promoting, marketing and monetizing on their game creation in order for their games to be commercial success. The focus of this course is to familiarize students with promotional and funding methods while developing a video game.

LEARNING ACTIVITIES:
- *Analyze traditional and new promotional strategies for indie game developers*
- *Analyze the business models of indie game developers*

TEACHING METHODS:
Combination of lectures, demonstrations and discussions

GRADE DISTRIBUTION:

Creating a mock-up of a company website	25%
Analysis of a crowdfunding campaign	20%
Writing a Press Release	25%
Final quiz on game promotion and marketing	30%
Total	100%

REQUIRED & RECOMMENDED TEXTS/MATERIALS: None

TENTATIVE CLASS/ASSIGNMENT SCHEDULE: See schedule below

EVALUATION:
A minimum of 60% is required to pass the course.
The consequences for late assignments are to be determined by the teacher.

ATTENDANCE & PARTICIPATION POLICY:
Presence and participation are necessary components of learning. Students who fail to attend or participate may jeopardize their successful completion of the course. *Students should refer to the Institutional Student Evaluation Policy (Section III-C) regarding attendance.*

LITERACY POLICY:
When submitting course work in English, students are expected to adhere to college-level standards of literacy and presentation and to follow a standard academic documentation style such as the *MLA Style Sheet*.

CHEATING & PLAGIARISM POLICY:
Both academic research and creative production are based on intellectual honesty and artistic integrity. Therefore, any act of plagiarism – the unacknowledged use of source material – may result in a failing grade for the project or assignment. It is the students' responsibility, moreover, to ensure that other students do not make unauthorized use of their work. See the Institutional Student Evaluation Policy in the Dawson College Calendar. *According to ISEP, the teacher is required to report to the Sector Dean all cases of cheating and plagiarism affecting a student's grade. (ISEP Section IV-C)*

POLICY ON RELIGIOUS HOLIDAYS:
Students who intend to observe religious holidays, must inform their teachers in writing as prescribed in the ISEP Policy on Religious Observances. (ISEP Section Ill-C). Students must inform each of their teachers in writing within the first two weeks of each semester of their intent to observe the holiday so that alternative arrangements convenient to both the

student and the teacher can be made at the earliest opportunity. This written notice must be given even when the exact date of the holiday will not be known until later. Students who make such arrangements will not be required to attend classes or take examinations on the designated days, nor be penalized for their absence. It must be emphasized, however, that this college policy should not be interpreted to mean that a student can receive credit for work not performed. It is the student's responsibility to fulfill the requirements of the alternative arrangements.

Teachers observing religious holidays must give students advance notice in course outlines and specify alternative arrangements for their classes when the holiday falls on a teaching day. Department Chairs must also be informed in advance regarding the particular arrangements.

CELL PHONE POLICY
The Program prohibits the use of cell phones in all classrooms, studios and resource rooms. Cell phones must be turned off and put away before entering any of these areas, or while attending field trips and other class activities. This means that students should not monitor calls or send or receive text messages during any class activities.

STUDENT CONDUCT:
Everyone has the right to a safe and non-violent environment. Students are obliged to conduct themselves as stated in the Student Code of Conduct and in the ISEP section on the roles and responsibilities of students. (ISEP Section II-D)

SCHEDULE:

Week	Subjects	Activities	Evaluation
1	- Presentations - Outline - Recap of the video game indie scene		
2	- Making a budget for game production and marketing		
3	- Presenting a game prototype		
4	- Making a company website and developer's blog	Creating a mock-up of a company website	25%
5	- Social Medias Part 1		
6	- Social Medias Part 2		
7	- Crowdfunding	Analysis of a crowdfunding campaign	20%
8	- Alpha funding		
9	- Other funding option for indie game developers		
10	- Making a game trailer		
11	- Contacting the press	Writing a Press Release	25%
12	- Participating in gaming events and festivals		
13	- Other promotional options for indie game developers		

14	- Reaching out to distribution channels		
15	- Final Quiz	Final quiz on game promotion and marketing	30%