

# Postgraduate Certificate Business Models in Gamification



## Postgraduate Certificate Business Models in Gamification

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own place
- » Exams: online

Website: [www.techtute.com/pk/videogames-design/postgraduate-certificate/business-models-gamification](http://www.techtute.com/pk/videogames-design/postgraduate-certificate/business-models-gamification)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Structure and Content

---

*p. 12*

04

Methodology

---

*p. 16*

05

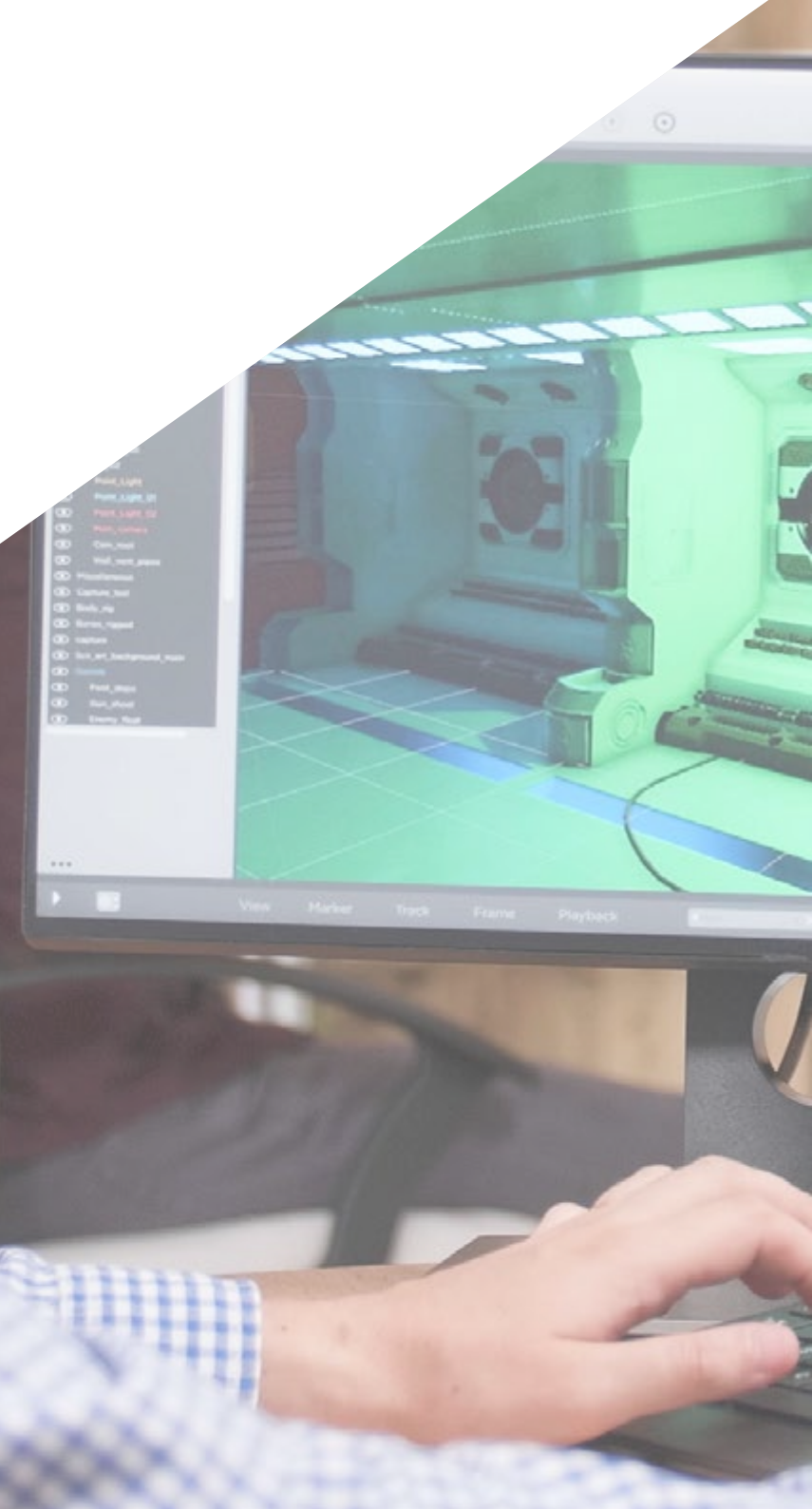
Certificate

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*p. 24*

# 01 Introduction

In the video game industry, as important as its design is the Business Model that is implemented to make the gamified product visible and profitable. The most successful videogames have behind them an arduous marketing and promotion work, as well as opportunities to raise the capital for their execution and development. The professionals needs to know all those principles that will lead to the success and positioning of their project. In this 6-week, 100% online program, you will be able to make it possible.





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*You will learn how to use the most effective marketing methods and tools to attract the user's attention. Implementing the right business model that makes your product profitable"*

Most of the most successful games are free versions, which millions of people can access for their complete entertainment, without any investment from the user, other than the console or the device used for it and its internet connection. Some even offer support to their players through worldwide tournaments where they award great prizes. Such as the case of *League of Legends*. So how is it possible for these large projects to be maintained?

Behind all this design there is a strategy to make the project a profitable business. Develop an efficient marketing plan, events, promotions, manage the right *Pitches*. Know the importance of branding within the video game industry and know how to apply it successfully, as well as identify which prototype is the best for each type of product.

With this Postgraduate Certificate the student will be able to master all the key points to follow for the sale of a gamified prototype and will manage all the procedures for raising capital for the development of new and successful products. The virtual campus includes meeting rooms, forums, private chats with trained personnel so that the professional always feels accompanied. You will also be able to download the material for consultation whenever you need it.

With the ease of being able to study from wherever, whenever and however you want, since TECH's study system is completely online and under the *Relearning* methodology. Allowing an agile learning and memorization of the concepts and practical cases presented. Determining 6 weeks or 150 hours for this program.

This **Postgraduate Certificate in Business Models in Gamification** contains the most complete and up-to-date educational program on the market. Its most notable features are:

- ♦ The development of case studies presented by experts in Gamification in Video Games
- ♦ The graphic, schematic, and eminently practical contents with which they are created, provide practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on the importance of visuals in videogames
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection work
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*It delves into the different possibilities of raising capital for the development of new and successful products. Learn from the basics the concept of investment"*

“

*Widely know the importance of branding within the video game industry. Apply the right principles in your projects to achieve success”*

The program's teaching staff includes professionals from the sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide professionals with situated and contextual learning, i.e., a simulated environment that will provide immersive training, designed for training oneself in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, you will be assisted by an innovative interactive video system developed by renowned experts with extensive experience in personal training.

*With this Postgraduate Certificate you will master the right Pitch to publicize your gamified product.*

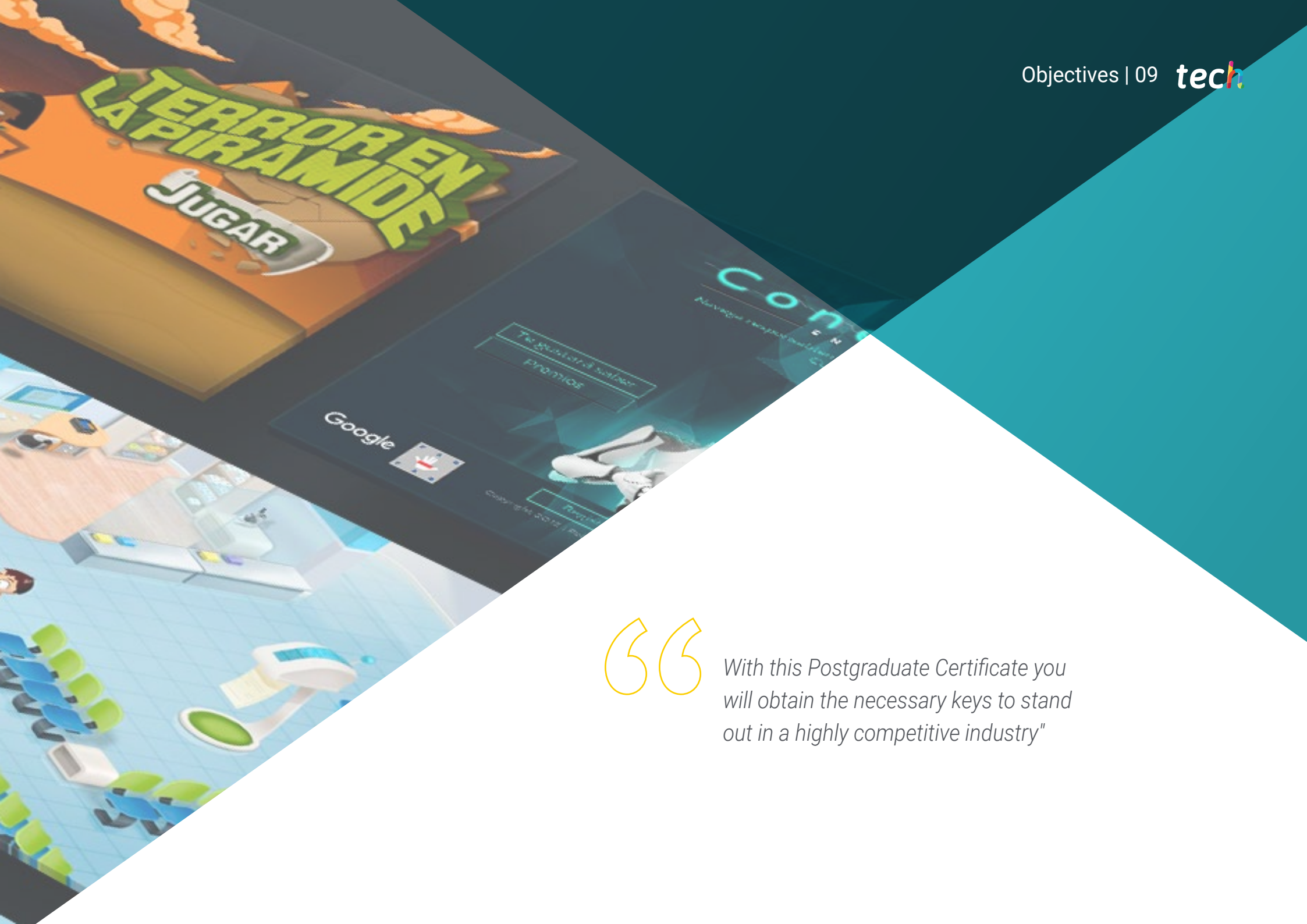
*TECH offers you the studio system that best suits your needs.*



# 02 Objectives

Within this program, general and specific objectives have been highlighted that address in detail what the professional will achieve after this training. To be able to handle all the information, methods and tools for the sale and business of gamified video games, is the objective of this Postgraduate Certificate. For this purpose, the teaching team chose the most up-to-date and specific content, available in various formats on the virtual campus.





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*With this Postgraduate Certificate you will obtain the necessary keys to stand out in a highly competitive industry"*



## General Objectives

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- ♦ Master in depth the field of gamification, its development and expansion
- ♦ Explore the behavior of the business and sales world
- ♦ Analyze all the variables of video games and their industry
- ♦ Professionalize the theoretical bases of gamification applied in each field of specialization
- ♦ Achieve autonomy in the development of videogames and their specializations





### Specific Objectives

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- ◆ Knowledge of the industry's business models and its characters
- ◆ Analyze the importance of branding and its successful application
- ◆ Delve into ways to raise capital for new product development
- ◆ Identify the right prototype for each product type
- ◆ Understand the keys to selling a prototype

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*Being able to apply the right business model to the designed prototype is for true experts. Start your training now"*

03

# Structure and Content

This program has been designed with an understanding of the current dynamics of professionals who wish to train, but cannot find the means to do so efficiently. The content is structured in subtopics, allowing the student to go step by step towards its development, planned for 6 weeks of study. In which specialized teachers will accompany you through the 100% digital platform of TECH Technological University.





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*Content specially designed for this program and exclusive to TECH. It's available for you now"*

## Module 1. Business Models and Sale of Gamified Video Games

- 1.1. Communication
  - 1.1.1. Developers
  - 1.1.2. Companies
  - 1.1.3. Publishers
- 1.2. Promotion
  - 1.2.1. Crowdfunding
  - 1.2.2. Events
  - 1.2.3. Incubators
- 1.3. Investors
  - 1.3.1. Venture Capital
  - 1.3.2. Seed Money
  - 1.3.3. Angel Investor
- 1.4. Brand: Identification
  - 1.4.1. Logo
  - 1.4.2. Conceptual Art
  - 1.4.3. Personal Cards
- 1.5. Brand: Exposure
  - 1.5.1. Web Presence
  - 1.5.2. Merchandising
  - 1.5.3. Presskit
- 1.6. Marketing
  - 1.6.1. Own
  - 1.6.2. Delegate
  - 1.6.3. Public





- 1.7. Sales Arguments
  - 1.7.1. Numbers
  - 1.7.2. Statistics
  - 1.7.3. USP
- 1.8. Prototypes: Mechanics
  - 1.8.1. Mechanics
  - 1.8.2. Aesthetics
  - 1.8.3. Technology
- 1.9. Other Prototypes
  - 1.9.1. Emerging
  - 1.9.2. Vertical
  - 1.9.3. Horizontal
- 1.10. Pitch
  - 1.10.1. Structure
  - 1.10.2. Sales
  - 1.10.3. Press



*Get your qualification in only 6 weeks and in 100% online mode. Matching your training process to your daily responsibilities"*

# 04 Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world*”



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“Our program prepares you to face new challenges in uncertain environments and achieve success in your career”

*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question that you are presented with in the case method, an action-oriented learning method. Over the course of 4 years, you will be presented with multiple practical case studies. You will have to combine all your knowledge, and research, argue, and defend your ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



#### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



#### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



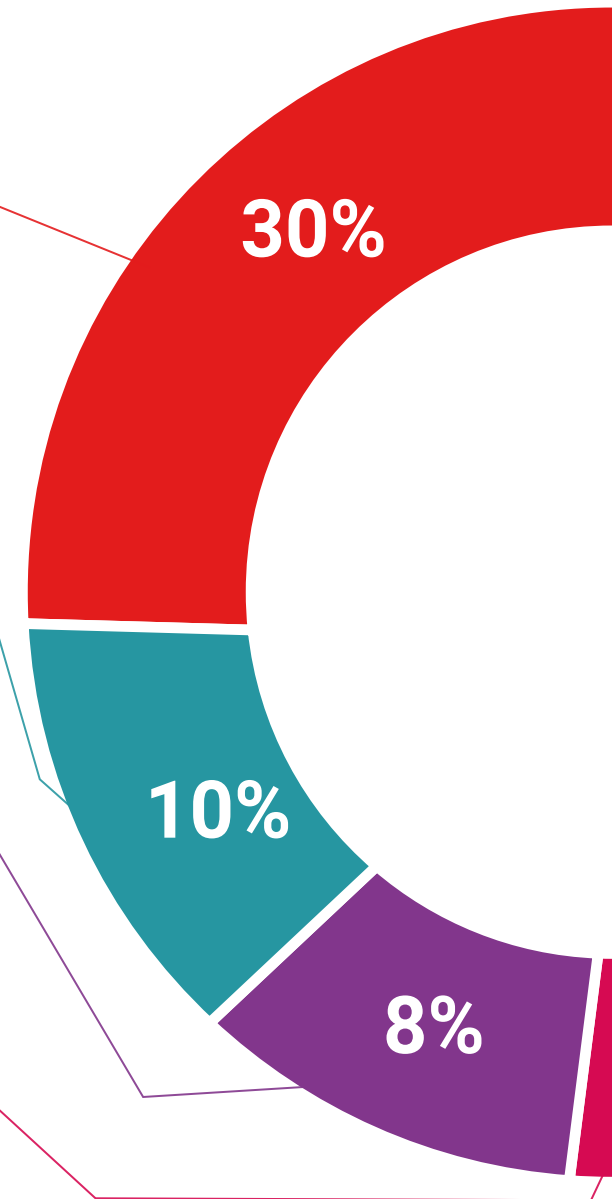
#### Practising Skills and Abilities

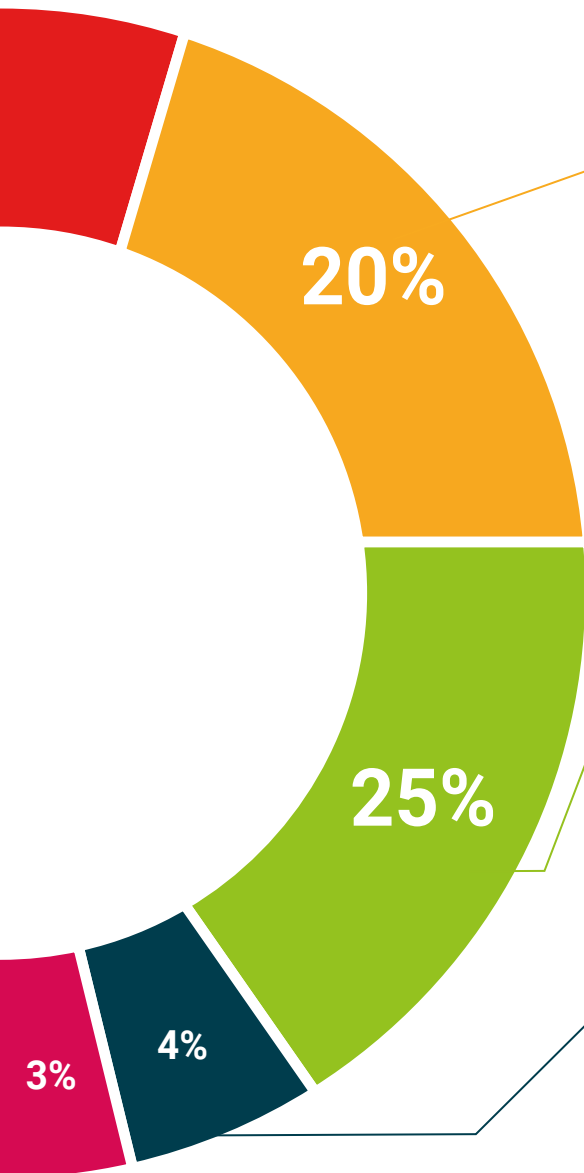
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



#### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



# 05 Certificate

The Postgraduate Certificate in Business Models in Gamification guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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*Successfully complete this program and  
receive your university qualification without  
having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Business Models in Gamification** contains the most complete and up-to-date educational program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Business Models in Gamification**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
virtual classroom



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