Postgraduate Certificate
Commercial Management in Video Game Companies

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Postgraduate Certificate
Commercial Management
in Video Game Companies

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

Website: **www.techtitute.com/pk/videogames/postgraduate-certificate/commercial-management-video-game-companies**

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01
Introduction

Marketing a company's final product with the goal of being number one in sales is a vital part of a business process. In video game companies, professionals capable of managing the Sales Department are needed to promote the games belonging to the company through different sales and distribution strategies. This program prepares the student to successfully manage this department within the companies dedicated to the creation of digital games. This option is ideal since it has the possibility to do it online with quality content and the latest trends in educational techniques endorsed by professional pedagogues.

Learn how to manage marketing in the commercial field to obtain unbeatable sales results in video games"

The sales department of any company is a fundamental part of it. With it, the product is distributed and with these sales the final success of the product can be determined. For this, the person in charge of directing the commercial department must take into account several factors that can increase or decrease the sales options. That is why it is essential to have a good knowledge of the video game market and the most current trends in the industry.

Learning Marketing and Merchandising actions, learning which are the sales modalities or knowing the forecasts and budgets are some of the skills that the student will acquire throughout this program. Through it, they will delve into and specialize in the commercial part in companies dedicated to the creation and distribution of video games. In a high percentage the success of the company dedicated to this field depends on this department, since the reception by the public will be reflected in the sales of the product. And these in turn will be promoted by the techniques used by the company to market it.

With this program, TECH uses a 100% online methodology that will allow the graduates to study it from the comfort of their home or from any place with internet access. This makes it a flexible option and, therefore, suitable for those who want to combine their studies with their work and personal life. Another feature of the program is that it has a syllabus designed by professionals in the industry who use the latest innovations in education for the correct assimilation of knowledge. An example of this is the Relearning technique, based on the repetition of key concepts, as well as the use of multimedia resources.

This **Postgraduate Certificate in Commercial Management in Video Game Companies** contains the most complete and up-to-date program the market. Its most outstanding features are:

- Practical cases so that learning is carried out in a more direct way
- Specialized content on video game development and animation
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection

Events are a fundamental part of video games. With this Postgraduate Certificate you will learn how to manage them efficiently through different commercial actions"

"*This program has an online repository with all the corresponding material, to learn the concepts and skills of Commercial Management in Video Game Companies*"

Become the director of the commercial department of a video game company and make your company's products become sales successes.

Acquire the relevant skills to develop solid commercial strategies with this Postgraduate Certificate.

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

Its multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professionals must try to solve the different professional practice situations that are presented throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

02
Objectives

In this program the students will learn everything necessary to develop a quality work activity managing the commercial department of a video game company. Through theoretical concepts and more practical skills, which will be worked throughout this Postgraduate Certificate, the graduates will be successfully prepared for their future work in this field.

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Know the different methodologies of Digital Sales such as Scrum Sales, Neat Selling or Snap Selling and significantly improve the sales of a video game"

General Objective

* Learn how to develop marketing and sales strategies in detail

Take care of the company's capital so that it can continue to grow, and so your career"

Specific Objective

◆ Develop high-commercial competencies in the main processes to increase sales and business development capabilities in video game companies

03
Course Management

This Postgraduate Certificate in Commercial Management in Video Game Companies, has professionals from the ecosystem of video game production companies. Through a syllabus developed by themselves, they intend to instruct the student and transmit the fundamental values on how to act within the commercial department with a managerial position. All the teachers of this program have extensive professional experience in the video game ecosystem. This is a great advantage when it comes to basing theoretical concepts on experiences applied to real situations that the graduates could face in their future career.

TECH's teaching staff will help you not only to acquire new knowledge, but also to improve the skills you already have"

Management

Mr. Moreno Campos, Daniel

- Chief Operations Officer in Marshals
- Project Manager Officer in Sum- The Sales Intelligence Company
- Content Manager at GroupM (WPP)
- Teacher in Boluda.com
- Teacher in Edix (UNIR)
- Associate Teacher in ESIC Business & Marketing School
- Master's Degree in Innovation and Digital Transformation, Digital Communication and Multimedia Content at MSMK University
- Product Owner Certification

04

Structure and Content

This program is composed of a single module with 10 subjects. Through it, the students will be able to acquire all the knowledge pertaining to the Commercial Management of a Video Game Company such as the new international sales models or the organization and planning of the seller. This content has been elaborated by highly qualified teachers with wide experience in the sector.
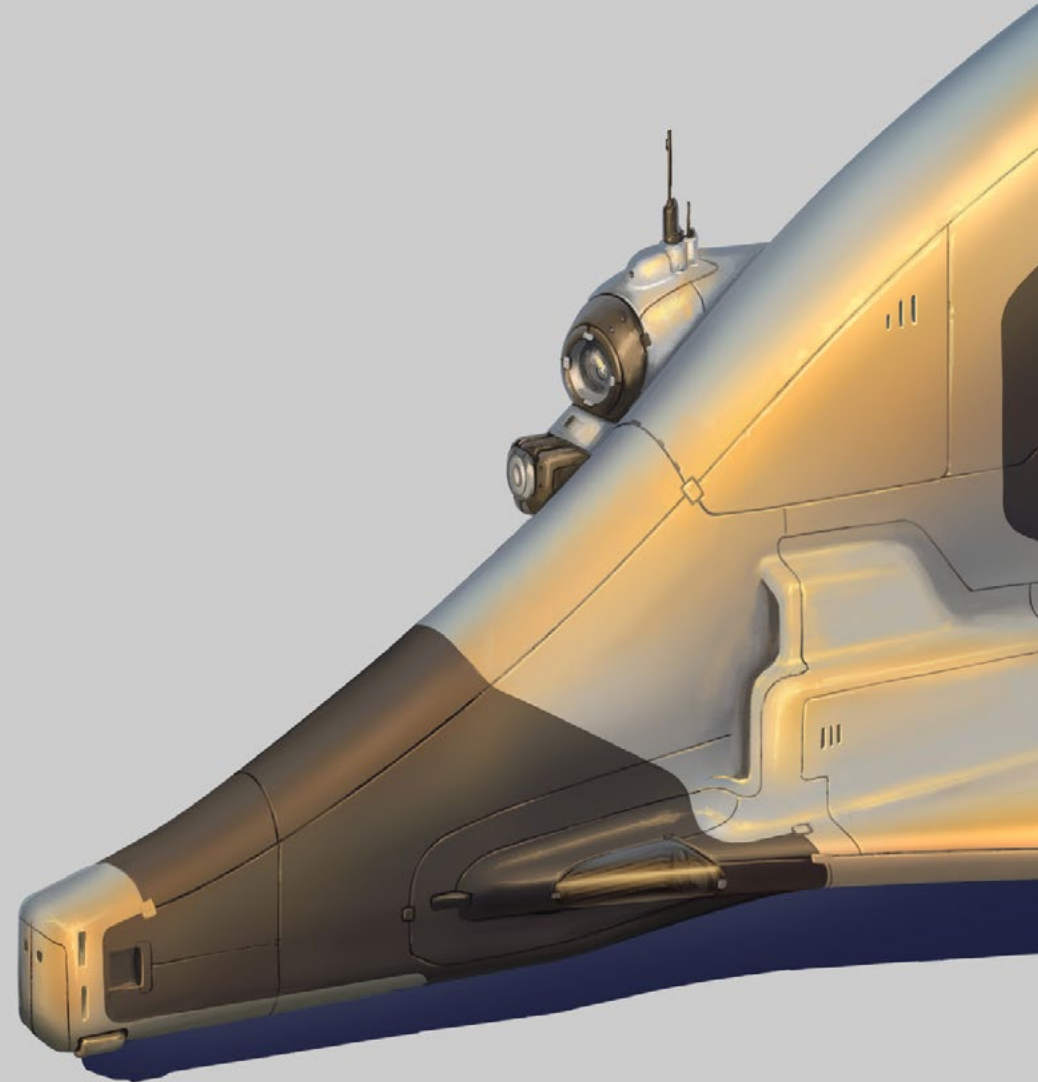
Learn how to control the commercial activity of a video game company in order to increase its profits"

Module 1. Commercial Management

1.1.   Commercial Organization Models

    1.1.1.   Commercial Departments

    1.1.2.   Commercial Department Tools

    1.1.3.   Sales Force

1.2.   Commercial Objectives

    1.2.1.   Commercial planning

    1.2.2.   Forecasts and Budgets

    1.2.3.   Commercial Budgets

1.3.   Commercial Forecast

    1.3.1.   Commercial Department Cost Effectiveness

    1.3.2.   Sales Projections

    1.3.3.   Controlling Commercial Activity

1.4.   New Relationship Models

    1.4.1.   Commercialization in New Business Models

    1.4.2.   Personalization as the Main Driver of Customer Relations

    1.4.3.   Developing Customer Experiences

1.5.   Consultative Selling

    1.5.1.   Sales Psychology

    1.5.2.   Persuasive Communication

    1.5.3.   Sales Methods Introduction and Evolution

1.6.   Sales Methods

    1.6.1.   Retail or B2C Sales

    1.6.2.   B2B External Sales

    1.6.3.   Online Sales

1.7.   Digital Social Selling

    1.7.1.   Social Selling

    1.7.2.   Social Attitude: Create a Network of Contacts

    1.7.3.   Process of Attracting a New Customers Using Social Media

Become a professional and achieve your goals in the workplace by managing the sales department in one of the fastest growing sectors today"

05
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.

"

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.

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

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 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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

20%

25%

4%

3%

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.

06
Certificate

The Postgraduate Certificate in Commercial Management in Video Game Companies guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

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

This **Postgraduate Certificate in Commercial Management in Video Game Companies** contains the most complete and up-to-date 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 Commercial Management in Video Game Companies**

Official N° of Hours: **150 h.**

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Awards the following

CERTIFICATE

to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE

in

Commercial Management in Video Game Companies

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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.

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