

Postgraduate Diploma

Video Game Business Management



Postgraduate Diploma Video Game Business Management

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

Website: www.techtute.com/pk/videogames/postgraduate-diploma/postgraduate-diploma-video-game-business-management

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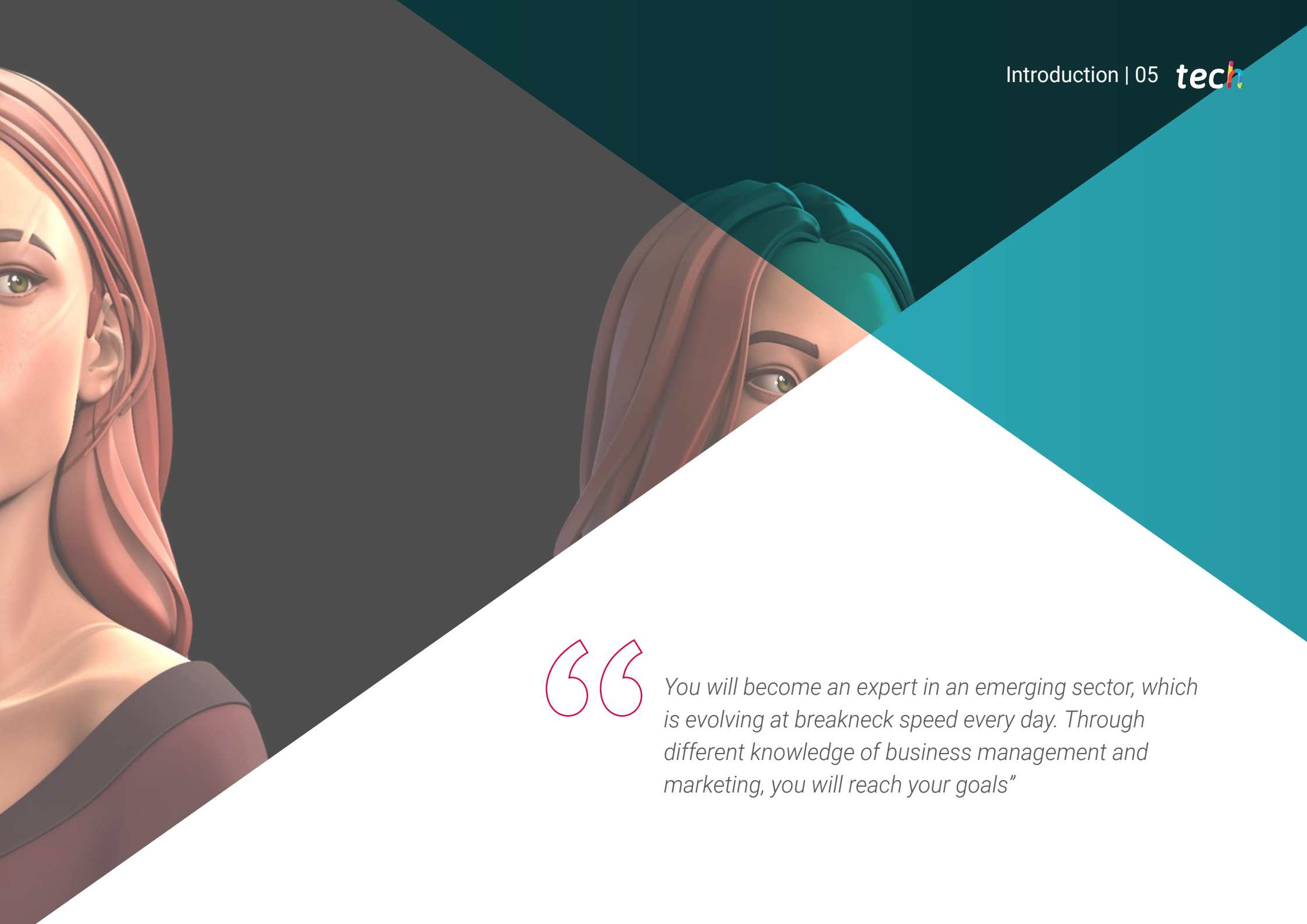
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01

Introduction

Companies dedicated to the creation and development of video games are growing day by day, and with them the people in charge of its proper operation. Having someone in charge of everything related to the development of the company is essential for its expansion and success. For this reason, this program contains all the key points for the students to develop their professional activity and be able to develop a marketing campaign or design strategies for the industry. With an online methodology, this is a convenient and affordable option that makes it perfect for everyone.





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You will become an expert in an emerging sector, which is evolving at breakneck speed every day. Through different knowledge of business management and marketing, you will reach your goals”

Currently, video games occupy a considerable percentage of many people's habits. There is not age limit, and within this industry, you can find consumers of this product ranging from children to elderly. This happens, in part, thanks to the different themes that exist, and the world of possibilities offered by video games is infinite.

For this reason, this sector has undergone an exorbitant growth in the last 70 or 80 years. Its graphics, themes and developments have been evolving, giving rise to totally new realities. Undoubtedly, it is a great example of an industry that has revolutionized business growth as it is known. Therefore, this Postgraduate Diploma is an ideal option for all those professionals who wish to master in the management of companies in this field.

Learning to analyze the different environments, or how to use the different Marketing skills are just some of the objectives that the students will achieve with this program. It will work on the most relevant aspects to achieve the proposed objectives and thus acquire the necessary skills to lead a team within a company in this field. For this purpose, TECH launches this program with a completely online methodology that offers students the possibility to take this program in the most convenient way for them. No schedules, no pressure, which is a great advantage for those who decide to combine their studies with their working life.

However, not only this, this Postgraduate Diploma also has innovative techniques in the field of teaching that have already been endorsed by great professionals. As an example of this, the Relearning system is used, a new method that consists in the repetition of key concepts by the teacher so that the students can consolidate their knowledge.

This **Postgraduate Diploma in Video Game Business Management** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ Development of case studies presented by experts in Video Games Company Management
- ♦ The graphic, schematic, and 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 innovative methodologies
- ♦ Theoretical lessons, questions for experts and individual reflection work
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



According to a report by DFC Intelligence, more than 3 billion people play video games, that's approximately 40% of the world's population. Learn the keys to lead a company in the sector to be recognized, thanks to its products, in countries all over the world"

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With TECH, it is very easy to learn and improve your professional skills thanks to its 100% online methodology. This will allow you not only to choose how and when to study, but you will be able to complete your postgraduate diploma sooner than you had planned”

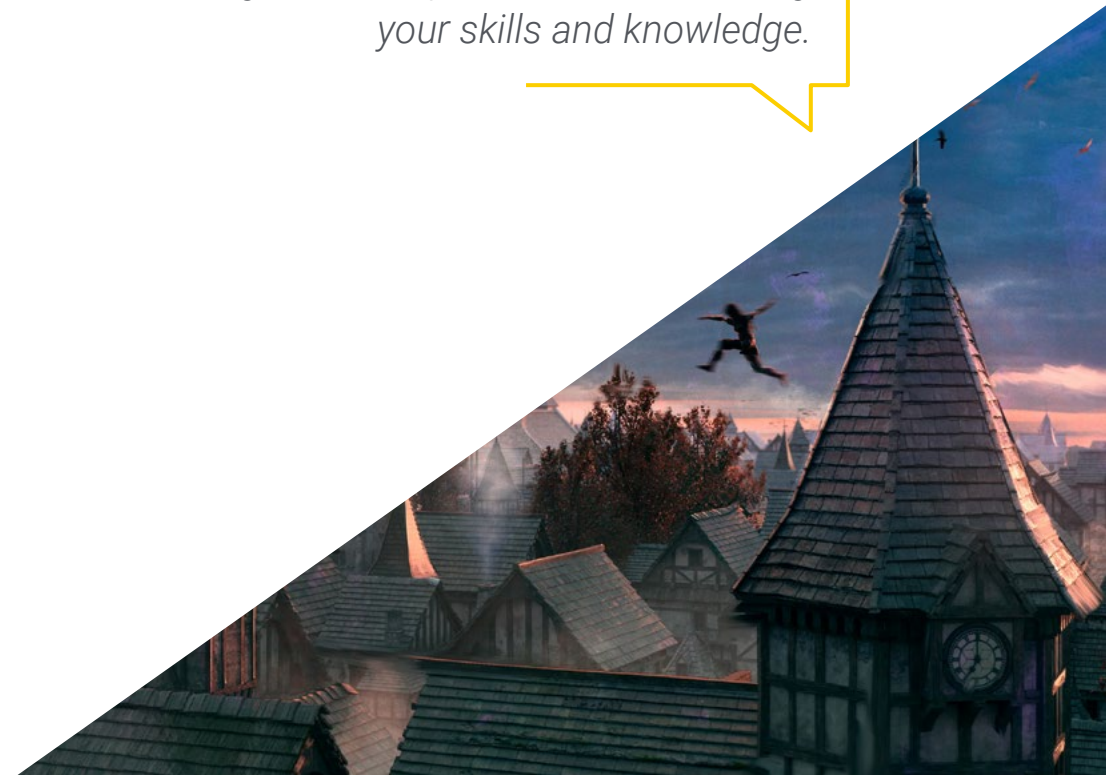
The program's teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The 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 immersive education programmed to learn 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. This will be done with the help of an innovative system of interactive videos made by renowned experts.

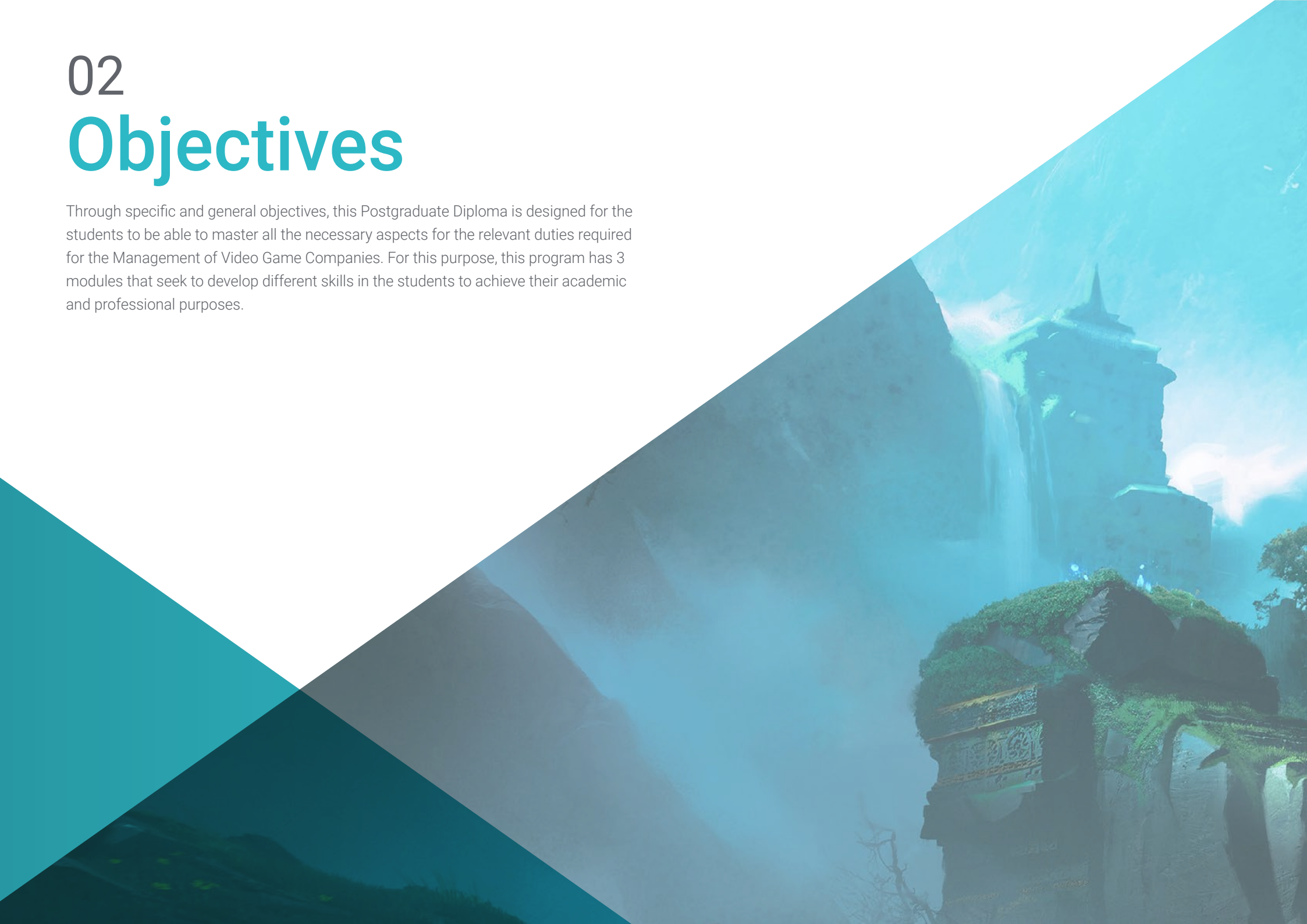
The knowledge about the different types of consoles in the market will be very relevant for a good management with knowledge of the parent product.

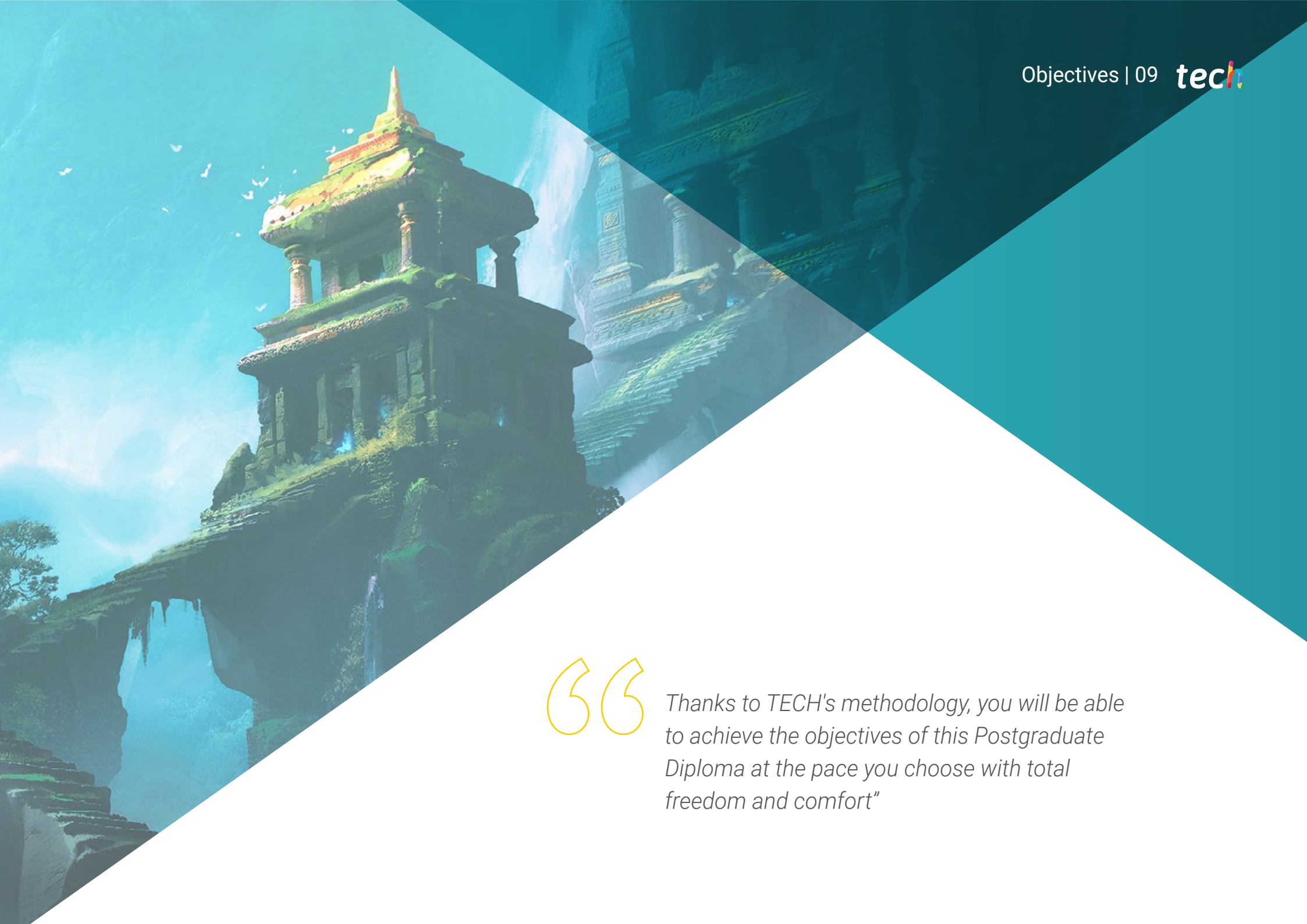
Obtain the most important positions within a company in this industry, preparing yourself with this Postgraduate Diploma while increasing your skills and knowledge.



02 Objectives

Through specific and general objectives, this Postgraduate Diploma is designed for the students to be able to master all the necessary aspects for the relevant duties required for the Management of Video Game Companies. For this purpose, this program has 3 modules that seek to develop different skills in the students to achieve their academic and professional purposes.





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Thanks to TECH's methodology, you will be able to achieve the objectives of this Postgraduate Diploma at the pace you choose with total freedom and comfort”



General Objectives

- ♦ Generate strategies for the industry
- ♦ Gain in-depth understanding of video game projects and design
- ♦ Gain in-depth knowledge of emerging technologies and innovations in the industry
- ♦ Develop video game-oriented strategies
- ♦ Master the functional areas of businesses in the video game industry
- ♦ Learn how to develop marketing and sales strategies in detail



This program is what you were looking for to help you become a relevant creator in the video game industry"





Specific Objectives

Module 1. Strategy in Digital and Video Games Businesses

- ◆ Know the context and the components of business strategy with a focus on the video game industry

Module 2. Video Games Business Management

- ◆ Learn the entire structure of the industry's value chain in detail and obtain the necessary skills to manage the various organizations in the industry

Module 3. Digital Marketing and Digital Transformation in Video Games

- ◆ Identify and know how to develop all the disciplines and techniques of Gaming Marketing that enable companies to boost their business models in the video game industry

03

Course Management

This Postgraduate Diploma has a faculty with extensive experience within the video game industry, who have focused their careers on different aspects of Business Management. With them, the students will learn not only the most important concepts and skills, but also how to deal with real situations. Thanks to their professional experience, the students will achieve all the objectives of this program.





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Learn from the experience of people like you who have managed to become professionals. A teaching staff of expert professionals will prepare you in this Postgraduate Diploma to achieve your goals”

Management



Mr. Moreno Campos, Daniel

- Chief Operations Officer in Marshals
- Project Manager Officer in Sum- The Sales Intelligence Company
- Content Manager en 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 has a syllabus designed by professionals in the field of video games. In it, the student will acquire different concepts and skills to develop in the management of companies specialized in digital games. This Postgraduate Diploma is divided into 3 modules that aim to prepare the graduate to face the working world.





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Learn about the different strategic processes to manage a video game company”

Module 1. Strategy in Digital and Video Games Businesses

- 1.1. Digital and Video Games Businesses
 - 1.1.1. Components of Strategy
 - 1.1.2. Digital Ecosystem and Video Games
 - 1.1.3. Strategic Positioning
- 1.2. The Strategic Process
 - 1.2.1. Strategic Analysis
 - 1.2.2. Selection of Alternative Strategies
 - 1.2.3. Strategy Implementation
- 1.3. Strategic Analysis
 - 1.3.1. Internal
 - 1.3.2. External
 - 1.3.3. SWOT and CAME Matrix
- 1.4. Sectorial Analysis of Videogames
 - 1.4.1. Porter's 5 Forces Model
 - 1.4.2. SWOT Analysis
 - 1.4.3. Sectorial Segmentation
- 1.5. Competitive Position Analysis
 - 1.5.1. Create and Monetize a Strategic Value
 - 1.5.2. Niche Search vs. Market Segmentation
 - 1.5.3. Sustainability of Competitive Positioning
- 1.6. Economic Environment Analysis
 - 1.6.1. Globalization and Internationalization
 - 1.6.2. Investment and Savings
 - 1.6.3. Production, Productivity and Employment Indicators
- 1.7. Strategic Management
 - 1.7.1. A Framework for Strategy Analysis
 - 1.7.2. Analysis of the Sectoral Environment, Resources and Capabilities
 - 1.7.3. Putting the Strategy into Practice
- 1.8. Strategy Formulation
 - 1.8.1. Corporate Strategies
 - 1.8.2. Generic Strategies
 - 1.8.3. Client Strategies

- 1.9. Strategy Implementation
 - 1.9.1. Strategic Planning
 - 1.9.2. Communication and Organizational Participation Scheme
 - 1.9.3. Change Management
- 1.10. The New Strategic Businesses
 - 1.10.1. Blue Oceans
 - 1.10.2. Exhaustion of the Incremental Improvement in the Value Curve
 - 1.10.3. Zero Marginal Cost Businesses

Module 2. Video Games Business Management

- 2.1. Industry and Value Chain
 - 2.1.1. Value in the Training Sector
 - 2.1.2. Elements of the Value Chain
 - 2.1.3. Relationship between Each of the Elements in the Value Chain
- 2.2. Video Game Developers
 - 2.2.1. Conceptual Proposals
 - 2.2.2. Creative Design and Video Game Storylines
 - 2.2.3. Technology Applied to Video Game Development
- 2.3. Console Manufacturing
 - 2.3.1. Components
 - 2.3.2. Types and Manufacturers
 - 2.3.3. Console Generation
- 2.4. Publishers
 - 2.4.1. Selection
 - 2.4.2. Development Management
 - 2.4.3. Product and Service Creation
- 2.5. Distributors
 - 2.5.1. Agreements With Distributors
 - 2.5.2. Distribution Models
 - 2.5.3. Distribution Logistics
- 2.6. Retailers
 - 2.6.1. Retailers
 - 2.6.2. Orientation and Link With the Consumer
 - 2.6.3. Assessment Services

- 2.7. Accessories Manufacturers
 - 2.7.1. Accessories for Gaming
 - 2.7.2. Market
 - 2.7.3. Trends
- 2.8. Developers of Middleware
 - 2.8.1. Middleware in the Video Game Industry
 - 2.8.2. Middleware Development
 - 2.8.3. Middleware: Typology
- 2.9. Professional Profiles in the Video Game Industry
 - 2.9.1. Game Designers and Programmers
 - 2.9.2. Modelers and Texturizers
 - 2.9.3. Animators and Illustrators
- 2.10. Professional eSports Clubs
 - 2.10.1. Administrative Department
 - 2.10.2. Sports Department
 - 2.10.3. Communication Department

Module 3. Digital Marketing and Digital Transformation of Video Games

- 3.1. Digital Marketing Strategy
 - 3.1.1. Customer Centric
 - 3.1.2. Customer Journey and Marketing Funnel
 - 3.1.3. Design and Creation of a Digital Marketing Plan
- 3.2. Digital Assets
 - 3.2.1. Architecture and Web Design
 - 3.2.2. User Experience-CX
 - 3.2.3. Mobile Marketing
- 3.3. Digital Media
 - 3.3.1. Strategy and Planning Media
 - 3.3.2. Display and Advertising Graphics
 - 3.3.3. Digital TV
- 3.4. Search
 - 3.4.1. Development and Application of a Search Strategy
 - 3.4.2. SEO
 - 3.4.3. SEM

- 3.5. Social Media
 - 3.5.1. Design, Planning and Analytics in a Social Media Strategy
 - 3.5.2. Marketing Techniques on Horizontal Social Media
 - 3.5.3. Marketing Techniques on Vertical Social Media
- 3.6. Inbound Marketing
 - 3.6.1. Inbound Marketing Funnel
 - 3.6.2. Content Marketing Generation
 - 3.6.3. Leads Acquisition and Management
- 3.7. Account-Based Marketing
 - 3.7.1. B2B Marketing Strategy
 - 3.7.2. Decision Makers and Contact Maps
 - 3.7.3. Account-Based Marketing Plan
- 3.8. Email Marketing and Landing Pages
 - 3.8.1. Characteristics of Email Marketing
 - 3.8.2. Creativity and Landing Pages
 - 3.8.3. Email Marketing Campaigns and Actions
- 3.9. Automization of Marketing
 - 3.9.1. Marketing Automation
 - 3.9.2. Big Data y AI Applied to Marketing
 - 3.9.3. Main Solutions of Marketing Automation
- 3.10. Metrics, KPIs and ROI
 - 3.10.1. Principle Metrics and KPIs in Digital Marketing
 - 3.10.2. Solutions and Measuring Tools
 - 3.10.3. ROI Calculation and Tracking



Acquire all the necessary knowledge to manage companies such as Ubisoft or Electronic Arts"

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.



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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.



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.



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.



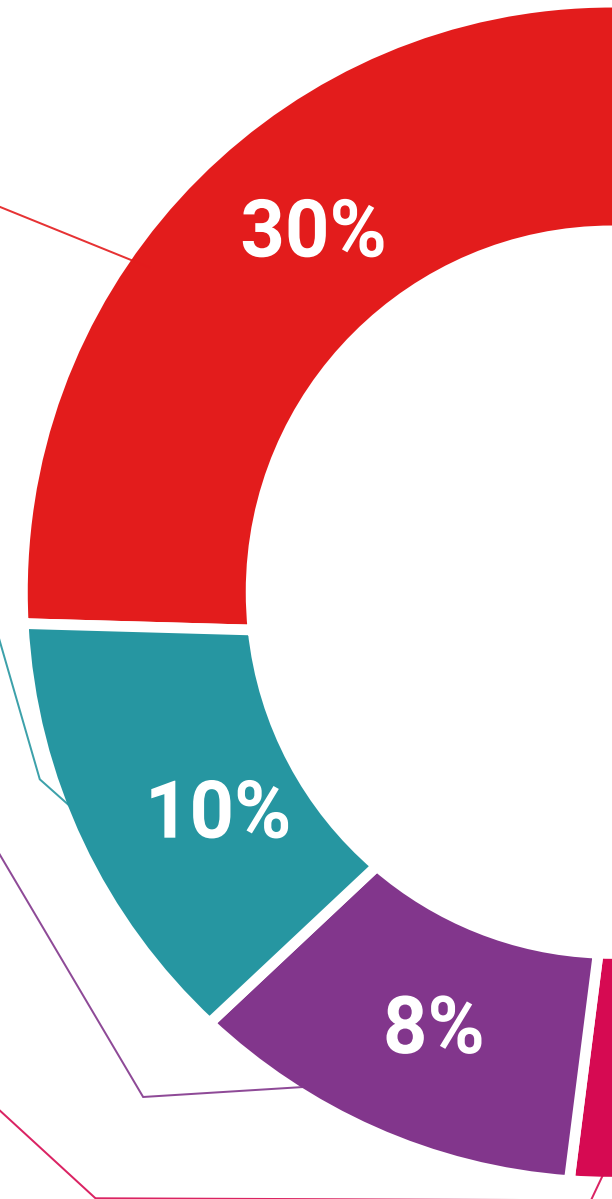
Practising Skills and Abilities

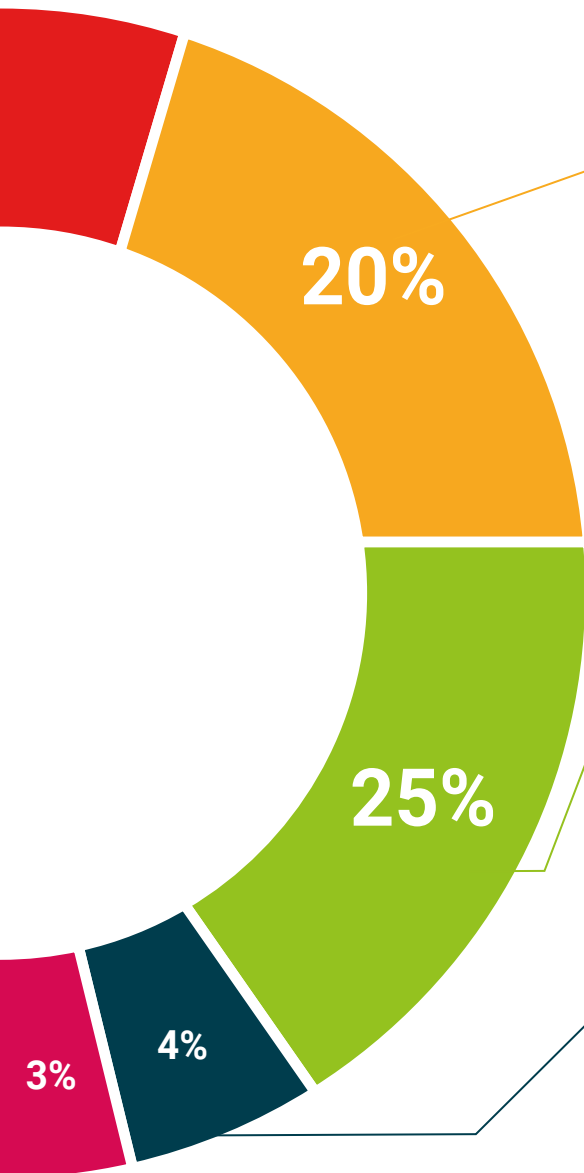
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



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.



06 Certificate

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



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Successfully complete this program and receive your Postgraduate Diploma without having to travel or fill out laborious paperwork”

This **Postgraduate Diploma in Video Game Business Management** 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 Diploma** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Postgraduate Diploma in Video Game Business Management**

Official N° of Hours: **450 h.**



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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