Course: Monetization & Marketing — credits: 5

Course code	GTVB23ELMM
Name	Monetization & Marketing
Study year	2025-2026
ECTS credits	5
Language	English
Coordinator	E.A. Shenderov
Modes of delivery	Tutorial
Assessments	Monetization & Marketing - Other assessment

Learning outcomes

Learning Outcomes

D2 The student will look at the chosen game, analyse the game's user flow as well as genre and platform specific context, and improve their monetization and marketing strategy.

A3 Monetization and marketing strategy is constructed appropriately for the target audience

E2 Based on course material and outside research, student has designed monetization and marketing models appropriate to the chosen platform

F3 Student reflects on whether the chosen marketing and monetization strategy is an appropriate solution for their product

E3 Student has created a Pitch Deck that appropriately discusses the value of the chosen monetization and marketing strategy.

Content

The goal of this assessment is for students to create an investor-ready pitch deck (with appendix), for a game they designed previously or are in the process of designing.

Pitch Deck: Your solution for monetizing and marketing your game

Appendix: The research you did, what you point to when an investor asks you a question.

What monetization models didn't work and why? What marketing strategies were not appropriate? Why not? Together, these elements of the pitch deck prepare the student for professionally pitching their game to a publisher.

Included in programme(s)

Creative Media & Game Technologies
Minor Game Design & Development
CMGT Exchange Minor Game Design & Development

School(s)

School of Communication, Media & IT

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