Course: Monetization & Marketing level 2 credits: 5

Course code	GTVB24ELMM2
Name	Monetization & Marketing level 2
Study year	2025-2026
ECTS credits	5
Language	English
Coordinator	E.A. Shenderov
Modes of delivery	Tutorial
Assessments	Monetization & Marketing level 2 - Other assessment

Learning outcomes

For this elective level 2 students have to write 5 personal learning outcomes that adapt to their level, development needs and the CMGT competencies. The learning outcomes have to be approved by the lecturer of the course.

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.

The entry requirement for this elective is that the student has passed level 1 of the elective.

Included in programme(s)

Creative Media & Game Technologies

School(s)

School of Communication, Media & IT

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