Academic Year: 2025/26

200295 - Pricing and Distribution of Animation and Video Games

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Teaching Guide Information

Subject code: 200295

Degree program: 10014 - Degree in Digital Creation, Animation and Video Games

Type: Elective

Year: 4

Number of ECTS: 4.5

Period: First term

Languages:

  Lecture-based teaching: Group 101: Spanish

  Interactive teaching: Group 101: Spanish

  Grade record: Group 1: Spanish

Degree coordination: Patricia Comesaña Comesaña

Subject coordination: Manuel Cortés Cuns

Faculty: Manuel Cortés Cuns

1. Overview

O obxectivo da materia é que o alumno domine os coñecementos planificación de márketing aplicados ao mercado de videoxogos. Con esta premisa centrarémonos na análise da demanda, a competencia e o comportamento do consumidor.

O alumno terá que ser capaz de dominar as técnicas para coñecer as necesidades dos clientes, localizar novos nichos de mercado, identificar e valorar segmentos de mercado futuros e deseñar un plan de actuación para conseguir os obxectivos marcados.

2. Educational and learning outcomes (RD 822/2021 degree programs) or competences (RD 1393/2007 degree programs)

Competences (RD 1393/2007 degree programs)
- **[A18]** CE18 - Knowledge of tools required for market research and consumer understanding.
- **[A32]** CE32 - Ability to analyze problems and make decisions in business and commercial contexts.
- **[A33]** CE33 - Management of concepts and techniques used in the different functional areas of a start-up company and understanding the relationships between business objectives and policies.
- **[B02]** CB2 - That students know how to apply their knowledge to their work or vocation in a professional way and

possess the competencies that are usually demonstrated through the preparation and defense of arguments and problem-solving within their field of study.

- **[B03]** CB3 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific, or ethical issues.
- **[B04]** CB4 - That students can communicate information, ideas, problems, and solutions to both specialized and non-specialized audiences.
- **[B05]** CB5 - That students have developed the learning skills necessary to undertake further studies with a high degree of autonomy.
- **[B06]** CG1 - Organizational and planning skills, especially in designing work aimed at creating the digital audiovisual content that forms part of an animation production or video game.
- **[B09]** CG4 - Knowledge of the procedures, skills, and methodologies required to adapt the creative process to digital media and to produce artistic works using specific technologies.
- **[B11]** CG6 - Critical and self-critical thinking skills, necessary in all creative processes that aim for a commitment to the quality of the work, outcomes, and proposed solutions.
- **[B12]** CG7 - Teamwork skills. Ability to tackle projects collaboratively with other students, assuming roles and fulfilling commitments to the group.
- **[B13]** CG8 - Ability to apply knowledge in practice, integrating the different parts of the program and connecting them in the development of complex products.
- **[C01]** CT1 - Correct oral and written expression in the official languages of the autonomous community.
- **[C03]** CT3 - Use of basic tools in information and communication technologies (ICT) necessary for professional practice and lifelong learning.
- **[C04]** CT4 - Development for the exercise of citizenship that respects democratic culture, human rights, and gender perspective.
- **[C05]** CT5 - Understanding the importance of an entrepreneurial culture and knowledge of the resources available to entrepreneurs.
- **[C06]** CT6 - Acquisition of life skills and healthy habits, routines, and lifestyles.
- **[C07]** CT7 - Ability to work in interdisciplinary or transdisciplinary teams, offering proposals that contribute to sustainable environmental, economic, political, and social development.
- **[C08]** CT8 - Appreciation of the importance of research, innovation, and technological development in the socio-economic and cultural advancement of society.
- **[C09]** CT9 - Ability to manage time and resources: develop plans, prioritize activities, identify critical tasks, set deadlines, and meet them.

2.1. Learning outcomes (RD 1393/2007 degree programs)

Learning outcomes	Study programme competences / results		
The objective of the subject is for the student to master the knowledge of marketing planning applied to the video game market. With this premise we will focus on the analysis of demand, competition and consumer behavior.The student will have to be able to master the techniques to meet the needs of customers, locate new market niches, identify and assess future market segments and design an action plan to achieve the objectives set.	A18 A32 A33	B2 B3 B4 B5 B6 B9 B11 B12 B13	C1 C3 C4 C5 C6 C7 C8 C9

3. Contents

Content unit	Description	Education and learning outcomes / competences	Teaching methodologies and training activities	Assessment systems
Topic	PARTE 1. INTRODUCCIÓN: TEMA 1. INTRODUCCIÓN Á COMERCIALIZACIÓN DOS VIDEOXOGOS			
Topic	PARTE 2. ANÁLISE DO ENTORNO: TEMA 2. ANÁLISE DO ENTORNO EMPRESARIAL E DA COMPETENCIA			

Content unit	Description	Education and learning outcomes / competences	Teaching methodologies and training activities	Assessment systems
	TEMA 3. COMPORTAMIENTO DO CONSUMIDOR TEMA 4. SEGMENTACIÓN DO MERCADO DE VIDEOXOGOS			
Topic	PARTE 3. ESTRATEXIAS DE MERCADO: TEMA 5. ESTRATEXIAS DE PRECIO NO MERCADO DE ANIMACIÓN E VIDEOXOGOS TEMA 6. ESTRATEXIAS DE DISTRIBUCIÓN E SELECCIÓN DE CANAIS NO MERCADO DA ANIMACIÓN E VIDEOXOGOS			

4. Teaching methodologies and training activities

Modality In-person					
Methodology	**Description**	**In-person teaching hours**	**Virtual teaching hours**	**Independent study hours**	**Education and earning outcomes / competences**
Personalized attention [MAG00]	The different members of the group will be able to consult the doubts corresponding to the development of the practical cases / readings that they must present or expose. Similarly, if you have any questions about the material explained in class, you can consult with the teacher in your office or set another time to clarify doubts and facilitate student follow-up. Academic Dispensation It is accepted. The individual work requirements will be carried out "online". On the first and second opportunity, the presentation of the work and the execution of the May and July exams [...]	2,00	0,00	0,00	
Events academic / information [MAG09]	The students must also attend complementary activities of a practical nature (conferences, seminars, workshops or similar) in order to learn practical cases presented by their protagonists; also in a group, the contents of said activities should be analyzed and this analysis should be reflected in the corresponding works that will be subject to evaluation.	2,50	0,00	0,00	B03, C08.
Oral presentation [MAG22]	Defensa dos contidos aplicados nos diferentes proxectos que se solicitan.	0,50	0,00	1,25	B02, B03, B04, B06, B11, C01, C03, C09.
Multiple-choice questions [MAG30]	Individual multiple answer test (30% of the final grade). Each poorly answered question penalizes the test score (three poorly answered questions counter correct one) and no question can be left blank.	1,00	0,00	13,00	A32, A33, B13, C04, C05.
Guest lecture / keynote speech [MAG39]	Explanation of the contents of the theoretical program of the subject through the oral presentation, guided by the use of presentations, through audiovisual media. The slides will be delivered to the students.	6,00	0,00	18,00	A32, B09, B11, C05, C06, C08.
Supervised projects	The students will develop a work that will be supervised by the teacher and, therefore, will	19,50	0,00	48,75	A18, A32, A33, B02, B03, B04,

Methodology	Description	In-person teaching hours	Virtual teaching hours	Independent study hours	Education and earning outcomes / competences
[MAG42]	have tutorial support. There will be small groups of students (70% of the final grade). The objective of the work is the application of the concepts and fundamentals that are explained in class and the basic structure will be related to the order and structure of the topics that are explained throughout the course. The teacher will gradually supervise and supervise the group so that the group can gradually develop the work as the topic develops. In this way, an interactive teaching, practice and [...]				B05, B06, B11, B12, B13, C01, C03, C07, C09.
Sum of hours by type		**31,50**	**0,00**	**81,00**	
Total hours				**112,50**	

5. Assessment

Modality In-person			
Assessment system	**Description**	**Weighting (%)**	**Education and learning outcomes / competences**
Oral presentation [SEG22]	Defensa dos contidos aplicados nos diferentes proxectos que se solicitan.	20,00	B02, B03, B04, B06, B11, C01, C03, C09.
Multiple-choice questions [SEG30]	Test type exam with four possibilities, with questions about the contents covered in the course.	40,00	A32, A33, B13, C04, C05.
Supervised projects [SEG42]	Work of development and defense of the applied contents and focused on the different projects that are requested.	40,00	A18, A32, A33, B02, B03, B04, B05, B06, B11, B12, B13, C01, C03, C07, C09.
Total (%)		**100,00**	

All aspects related to academic exemption, study dedication, retention, and academic fraud will be governed in accordance with the current academic regulations of the UDC.

5.1. First opportunity

In the development of the practical part, the following will be evaluated:

Application of two theoretical bases.

Quality of presentation

Accuracy, clarity of presentation and quality of the answers.

Primary and secondary sources used.

Bibliographic review

Students with part-time dedication and academic exemption of assistance exemption: In the case of students with part-time dedication and academic exemption of assistance exemption, the Moodle platform and electronic mail will be used as the main communication vehicle for the management of Contents, tutorías and the delivery of works. It is compatible with the theme. Calendar of dates compatible with your dedication. Except for the dates

approved in the Faculty Board in what pertains to the objective test, for the
remaining tests will be agreed at the beginning of the course a specific
calendar of dates compatible with their dedication.

5.2. Second opportunity

Second chance evaluation. This must be done with the same criteria as those used, if applicable,
in the evaluation of the first or second semester. That is, you must take the exam and the correspondin
practices if you have not done them.

5.3. Early opportunity

Advance opportunity evaluation. In the event that the student is granted the opportunity for "advance evaluation", and only in
that case, a test/case will be carried out aimed at evaluating all the competencies and contents of the subject.

5.4. Academic exemption

All regulatory aspects related to "academic dispensation", "dedication to study", "permanence" and "academic fraud" will be
governed in accordance with the current academic regulations of the UDC.

6. Recommended bibliography

Basic bibliography
- Armstrong, Gary; Kotler, Philip. (2011). Introducción al marketing. Prentice Hall, 3ª ed. Book. [URL]
- Huguet Rodríguez, Jorge., González López-Huerta, Juan José. (2012). Todo lo que hay que saber de videojuegos y marketing. Wolters Kluwer España. Book. [URL]
- Martí Parreño, José. (2010). Marketing y videojuegos product placement, in-game advertisigin y advergaming. ESIC. Book. [URL]
- Munuera Alemán, José Luis., Rodríguez Escudero, Ana Isabel. (2012). Estrategias de marketing : un enfoque basado en el proceso de dirección. ESIC, 2ª ed.. Book. [URL]
- Santesmases Mestre, Miguel. (2012). Marketing conceptos y estrategias. Pirámide. Book. [URL]
- Sebastián Morillas, Ana, coord.; Carrillo Marqueta, Juan, coord. (2010). Marketing Hero : herramientas comerciales de los videojuegos. ESIC. Book. [URL]
- Wesley, David T. A., Barczak, Gloria. (2010). Innovation and marketing in the video game industry : avoiding the performance trap. Ashgate. Book. [URL]
- Zackariasson, Peter, 1972-, Dymek, M. (2016). Video game marketing: a student textbook. Routledge. Book. [URL]