

RTV 4930: VIDEO GAME MARKETING

Spring 2015

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to this form of communication)

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Office: Weimer Hall G029

Office hours: TBA

Classroom Location: Weimer Hall 1070

Class Periods:

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Course Overview

This course will briefly explore the history of the video game industry, but place more emphasis on its economics as well as marketing strategies, culminating into a marketing project. Students will learn about the video game industry, its evolution and challenges as well as understand the underlying business principles behind this interactive medium.

Student Learning Outcomes

- Understand the history of the video game industry
- Apply basic marketing and consumer behavior theorems to video game audiences and firms
- Recognize current economic patterns and trends in the video game industry
- Have a firm grasp of the movers and shakers of the video game industry
- Understand the interplay between video games and other mediums such as television
- Understand how to conduct basic market/consumer insight research from video game audiences

Textbooks:

Pettus, S. (2014). *Service Games: The Rise and Fall of SEGA*. N.p.: CreateSpace Independent Publishing Platform.

Ryan, J. (2012). *Super Mario: How Nintendo Conquered America*. New York: Portfolio Trade.

Solomon, M. (2012). *Consumer Behavior* (10th ed., paperback edition). New York, NY: Prentice Hall.

There may be additional required readings posted to E-Learning in Sakai. See below for details about accessing E-Learning in Sakai site.

E-Learning in Sakai

This class has a website available through e-Learning in Sakai. To access the site, go to <https://lss.at.ufl.edu/>, select “e-Learning in Sakai,” and log in using your Gatorlink ID. Select the tab labeled “RTV 4930. Spring 2015.”

You should check Sakai at least twice per week for announcements and to obtain additional required readings. If you have problems with Sakai or any computer problems, please contact the UF Helpdesk by email (helpdesk@ufl.edu) or by phone (352-392-HELP (4357)).

Course Policies

Coming late/Leaving early- Please be on time. Class will start promptly at its designated time. If you must come in late, please do so as quietly as possible. If you must leave early, again, please do so as quietly as possible and without disturbing those around you. After three “lates,” you will be penalized 10 points off your final grade for every subsequent “late.” Late is deemed arriving to class after I have begun instruction.

Electronic devices- Laptops and tablets may be used in class to take notes. **Cell phones are prohibited and should be turned off at the start of class. Those in violation of this policy will be asked to leave.**

Talking in class- **Please do not have conversations with others around you during lecture.** If you have a question or need clarification, please raise your hand and ask me. Save other discussions for when class is over.

Grades and the 24/7 Rule- When I post any grades, I will send an email to the class via the listserv. **Please wait 24 hours after a grade is posted before contacting me** if it is missing or if you believe it is incorrect in case there is an error. Following this, **you have one week (7 days) to request AND complete a review of an exam or to request credit** that has not been posted. **ALL grades are final after one week. This includes any extra credit points. Any requests received after one week will be disregarded.**

Attendance: It is critical that you come to class. As future media managers and creatives, it is necessary that you show up for work every day. As a result, it is mandatory that you regularly attend class. You will be allotted three absences before you are penalized 10 points off your final grade for every subsequent absence.

Late Assignments: There will be a 10% grade deduction if an assignment is handed in late but within 24 hours of a deadline (each deadline will be at the start of class on the day it is due). Students will receive a 0 on an assignment if it is more than 24 hours late.

Student Evaluation

Student progress in this course is evaluated through one exam, two case studies, a brand audit and a final project for a total of **299 points**. All students will be granted 1 bonus point if they complete both case studies and the brand audit on time.

Assignments

There will be two case studies and a brand audit, each worth 33 points (A total of 99). There will be one midterm in this class, worth 100 points. The final project, a marketing plan for a video game, will be worth 100 points. **All assignments require appropriate grammar, punctuation and sentence structure, citations and references reflective of a college-educated student.**

Grading Scale

I will be assigning grades according to the following scale:

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| A | 93.00% or more (279 and up) | C | 73.00%-75.99% (219 to 227) |
| A- | 90.00%-92.99% (270 to 278) | C- | 70.00%-72.99% (210 to 218) |
| B+ | 86.00%-89.99% (258 to 269) | D+ | 66.00%-69.99% (198 to 210) |
| B | 83.00%-85.99% (249 to 257) | D | 63.00%-65.99% (189 to 198) |
| B- | 80.00%-82.99% (240 to 248) | D- | 60.00%-62.99% (180 to 188) |
| C+ | 76.00%-79.99% (228 to 239) | E | 0.00%-59.99% (179 and below) |

Academic Honesty

Students in this course are expected to uphold the UF Honor Code:

“On my honor, I have neither given nor received unauthorized aid in taking this exam.”

If you are caught cheating or helping someone else cheat, you will be subject to sanctions according to the procedures of Student Conduct and Conflict Resolution (SCCR): <http://www.dso.ufl.edu/sccr/procedures/honorcode.php>. If you suspect another student of cheating, please let me know, or call the Cheating Hotline (352-392-6999).

Accommodations for Students with Disabilities

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to you. You will then provide that documentation to me when requesting accommodation.

Online Evaluation

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

Additional Information:

Information on current UF grading policies may be found here: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>. Additionally, requirements for class attendance and make-up exams, assignments and other work in this course are consistent with university policies that can be found in the online catalog at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

*****I reserve the right to make adjustments to the syllabus as needed*****

Schedule- Asterisk (*) indicates reading posted to Sakai. Readings and schedule are subject to change at the instructor's discretion.

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| Week 1 | January 5 th -9 th | Intro to Class; Why study Video Games? | |
| Week 2 | January 12 th -16 th | Invention and History of Video Game Industry | |
| Week 3 | January 19 th -23 rd | NO CLASS January 19th – MLK JR. Day Consumer Behavior TBA | |
| Week 4 | January 26 th -30 th | Industry Profiles: Nintendo, Sony, Microsoft January 26th – First Case Brief Due | |
| Week 5 | February 2 nd -6 th | Casual, Midcore and Hardcore Gamers February 13th – Group Proposal Due | |
| Week 6 | February 9 th -13 th | Economics of the Video Game Industry | |
| Week 7 | February 16 th -20 th | Branding | |
| Week 8 | February 23 rd -27 th | Marketing and Promotional Strategies February 27th – Second Case Brief Due | |
| Week 9 | March 2 nd -March 6 th | SPRING BREAK | |
| Week 10 | March 9 th -March 13 th | Video Games & Relationships to Other Mediums | |
| Week 11 | March 16 th -March 20 th | How to Conduct Quantitative and Qualitative Research Midterm | |
| Week 12 | March 23 rd - March 27 th | How to Conduct Quantitative and Qualitative Research Continued March 23rd – Brand Audit Due | |
| Week 13 | March 30 th -April 3 rd | In-Class Group Meetings | |
| Week 14 | April 6 th -April 10 th | In-Class Group Meetings | |
| Week 15 | April 13 th -April 17 th | In-Class Group Meetings | |
| Week 16 | April 20 th -April 22 nd | Final Presentations Final Market Report Due April 27th at 5pm | |