Nebraska Wesleyan University

HHP 4650 Distribution Of Games

Catalog

2025-2026

Course Description

The role of a publisher in the games industry is to ensure that a game can get in front of its audience successfully. To do that, a publisher must consider a variety of distribution strategies and channels. This course will teach you how publishers promote games and bring them to market. By the end of this class you will be able to plan a game's launch and promotion. This online class features optional live sessions. No Pass/Fail. Prerequisite: HHP-1550, BUSAD-2000 and Sophomore standing.

Course Hours

3 hours

Departments

1. Health and Human Performance (Undergraduate)