

HHP 4650 Distribution Of Games

3 hours

Majors, Minors & Degrees:

Minors

Esports and Gaming Administration

Departments/Programs:

Health and Human Performance (Undergraduate)

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.