Nebraska Wesleyan University

HHP 4650 Distribution of Games

Catalog

2026-2027

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 Introduction to Games, BUSAD 2000 Principles of Marketing, and sophomore standing.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

Course Hours

3 hours

Departments

1. Health and Human Performance (Undergraduate)