Course Syllabus

Code - Course Title	**OGP222 - Game Marketing and Distribution**
Course Type	IV. SEMESTER
Laboratory + Practice	2+1
ECTS	**3.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	ÖĞR. GÖR. GÜVENÇ USANMAZ

Mode of Delivery	This course is delivered through face-to-face instruction. Theoretical lectures, case studies and laboratory sessions are integrated throughout the semester. The referenced platforms and tools (Steam, mobile stores, analytics tools) are examples; the instructor may prefer equivalents.
Prerequisites	There are no prerequisites or co-requisites for this course.
Courses Recomended	It is recommended to have completed OGP108 2D Game Development Studio before taking this course. Taking OGP204 Graduation Project or XXX7966 Game Entrepreneurship and Business Plan concurrently may help connect the marketing plan to a real game project.
Recommended Resources	Valve. Steamworks Documentation: https://partner.steamgames.com/doc/homeApple. App Store Connect Help: https://developer.apple.com/help/app-store-connect/Google Play Console Help: https://support.google.com/googleplay/android-developer/
Work Placement	This course has no internship or placement requirement.

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to game marketing; indie and AAA ecosystems; marketing lifecycle (pre-launch, launch, post-launch).	
Week - 2		Market research; target audience and player persona creation; market segmentation.	
Week - 3		Competitor analysis; positioning; unique selling proposition (USP).	
Week - 4		Branding: game name selection, logo, visual identity, key art and style guide.	
Week - 5		Steam store page: title, description, tags, screenshots and trailer.	
Week - 6		Mobile stores (App Store, Google Play): page optimization, ASO basics, localization.	
Week - 7		Community management: Discord, forums, Reddit; wishlist and early access strategies.	
Week - 8		Social media strategy: content calendar, devlog, short-form video platforms.	
Week - 9		Public relations: press kit, press release, review copy distribution.	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 10		Influencer marketing and streamer partnerships; ethics and transparency.	
Week - 11		Advertising strategies: performance marketing, video and playable ads.	
Week - 12		Pricing and revenue: discount campaigns, regional pricing, bundle strategies.	
Week - 13		Launch plan: soft launch, full launch, post-launch updates and event calendar.	
Week - 14		End-of-term marketing plan presentation; sample store page and promotional materials; course wrap-up.	

Learning Outcomes

#	Learning Outcome
1	Explains the game marketing lifecycle and core concepts in an indie developer context.
2	Determines market segments through target audience analysis and player persona creation.
3	Conducts competitor analysis and defines positioning and unique selling proposition for a game.
4	Applies design principles for game brand visual identity and promotional materials.
5	Prepares optimized content and tag strategy for a Steam or mobile store page.
6	Creates a community management plan and designs a content calendar for social media and Discord channels.
7	Plans public relations processes by preparing a press kit and press release.
8	Presents an integrated marketing plan including pricing, discount and advertising strategies for a game launch.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.