

ESM 403: Distribution of Games: The Role of Publishers

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 explains the role of a publisher in game distribution and details the various channels by which a game can be distributed. (*Prerequisites:* ESM 101 - Introduction to Games, BUA 220 - Introduction to Marketing.)

Credits: Credits 3

Prerequisites:

Prerequisite Courses

BUA 220

ESM 101

Semester Offered:

Semester Offered

Offered at department discretion