

BUAD 241: Convention, Event and Trade Show Planning

One of the major ways in which games are marketed to consumers is the convention. Shows like the Tokyo Game Show, PAX and E3 attract audiences ranging from 60,000 - 300,000 and serve as one of the best opportunities for game studios to generate excitement and favorable word-of-mouth for upcoming projects. Successfully executing a company presence at one of these shows requires a working understanding of budgeting, goal setting, demo creation, logistics, staffing, merchandising, and ROI evaluation, all topics covered in this course.

Credits: 3

Program: Business Administration

Semester Offered: Spring