

BUAD 332: Distribution of Games

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.

Offered via Rize Consortium.

Credits: 3

Prerequisites:

MKTG 343

Program: Business Administration

Semester Offered: Fall