**Task assignment, Marketing and Finance**

In the centrally decided three – four person groups you must detail a market analysis, touching on a potential target segment, a launch plan and a data collection to confirm or reject your central hypothesis. The market analysis will be the foundation of a game that you will develop yourselves in the next project using the GameMaker engine.

This means that you must formulate a rough idea now, for use in constructing your hypothesis. You can be inspired to come up with a realistic idea for a game by looking at the games designed by previous first semester students. They are available here: [www.kortlink.dk/ewd6](http://www.kortlink.dk/ewd6)

Here by the way is a list of games made in GameMaker – some of them are probably too ambitious for your project, but prototype versions of all of them are possible to achieve: <https://www.yoyogames.com/showcase>

*Product:* A report of 7-8 standard pages of 2400 characters (incl. spaces and footnotes). Figures and appendixes are not included in the page count. The report should be handed in on the Fronter system in the designated folder by October 1st 23:59 at the latest (remember to hand it in in .pdf-format)

**Assessment**

The product will be assessed on the following parameters:

* Curriculum use
* Academic documentation
* Layout

Each parameter will be assessed on a scale of 1 -5, where 5 is the highest, and a short comment will be provided. The assessments will be sent by e-mail on Monday the 20th of October at the latest to the persons who are marked as delivering the report on Fronter. As quick a response time as possible will be strived for.

Remember to put your names on all deliverables.

Technical advise can be sought with [NN] ([email](mailto:email)) & [NN] ([email](mailto:email)) who are both physically at the school on Wednesday the 24th and Monday the 29th.

Process supervision will be provided by [NN] ([email](mailto:email), class A) og [NN] ([d.dollerup@gmail.com](mailto:d.dollerup@gmail.com), class B). First meeting is Wednesday the 24th. Second meeting is Monday the 29th.

Have fun!

**Learning goals:**

The student should possess:

* Basic knowledge of how a market works
* Basic knowledge of marketing theory and concepts
* Tools to initiate a start-up and describe a business plan
* Tools to collect and analyse data from and about customers
* Basic knowledge of branding theory
* Knowledge of a range of video game developer focused business models

**Supervisor guidelines Marketing and Finance, meeting 1**

*How are your tasks coming along?*

*What challenges lie ahead?*

*Has your team work functioned well so far?*

*What thoughts do you have on the target segment?*

*What decisions do you have to make today?*

*What tasks do each of you have for next meeting?*

*What are you going to show me next time?*

**Supervisor guidelines Marketing and Finance, meeting 2**

*Let me see what you’ve brought*

*How did it go with the tasks?*

*What challenges lie ahead?*

*Has your team work functioned well so far?*

*What decisions do you have to make today?*

*What tasks do you each have to secure delivery?*

*What is the cohesion of your argument – which conclusions are you drawing based on which premises?*