

Inside Game Production and Marketing...

Lesson 14: What is market research, and how do you do it?

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Essential Question

What is essential to know about your marketplace?

Beginning your Campaign

Well, what does the rest of the team do while your game team is building the game? It might seem that until you have a game to sell, there isn't much a marketing person can do. That is far from the truth. What you can do, in fact what you *should* be doing, is researching the marketplace so that you know as much about it as you can before you start advertising your game. What does it mean to research the market? Let's talk about that today.



Test the Market

We understand that the marketplace we're talking about contains people you probably already know personally in your local school. People who are classmates, most probably. But there are facts about these classmates that you really need to know before you try to sell them something. You would be better off if you knew, for instance, how much they thought a board game should cost. Would they buy a boardgame for \$30? Or would they stop considering that same board game if it cost more than \$20? You need to know this kind of data before you establish a final price for your game.

Description

Introduction to Market Research

Lesson Specific College and Career Readiness Standards addressed for your state can be found [here](#).

Materials

None

Notes/Lesson Plan

An overview of what goes into discovering your market

Assignments

[The Marketing Questionnaire](#)

Activity

Marketing Discussion

Add Assignment

Manage Assets

The Marketing Questionnaire

Description

The team should review the survey it created in Lesson 9. Make any necessary revisions. Then use the questionnaire to gather and compile the data. Once compiled, the team must meet and determine if adjustments are needed to its game design.

Instructor Note

Coach the team through both the creation of the questions and the decision about using or not using tyhe data.

Question 1:

Upload your survey results here as PDF or Word document.

Choose Files No file chosen

Save

Marketing

Description

What marketing information gathered by your survey is the most essential to know? Why?

Instructor Note

Use the for Discussion Rubric assessment.

Answer:

Save