Course syllabus

RESPONSIBLE MARKETING AND PRODUCT DEVELOPMENT

Course goals

- To create an understanding of how the design of games and marketing relate to the risk of developing gambling problems.
- To create an understanding of, and provide knowledge and tools for, responsible game design and responsible marketing.
- To create a basic understanding of the legislation gambling operators must comply with.

Student learning outcomes

- Students will have an understanding of how different factors interact when someone develops a gambling problem.
- Students will have an understanding of different motives for gambling and the games associated with them.
- Students will have an understanding of how risk assessment tools and responsible gambling tools can be used to mitigate risks.
- Students will have an understanding of how the design of games and marketing relate to the risk of developing gambling problems.
- Students will have the knowledge and tools to work effectively with responsible marketing and product development.
- Students will have a basic understanding of the legislation gambling operators must comply with.

Assessment

Integrated quizzes ensure learner retention. Students will need to answer all questions correctly in order to pass and move on to the next part of the course. **Pre and post evaluation questions** allow organisations to measure the effects of the training.

Central topics

- Why do we like to gamble
- Motives for gambling
- The individual, the game and the environment
- Structural characteristics
- Risk assessment tools
- Reducing the risk with responsible gambling tools
- Marketing guidelines
- Marketing content
- Marketing case studies
- Highlights from legislation on marketing and product design