



100%

...online

## ESPORTS MANAGEMENT CERTIFICATE PROGRAM

Turn a passion for gaming into a viable esports career. Learn from industry experts how to work and grow within an esports organization. As business opportunities flourish, the industry will create demand for professionals with the right mix of training, passion, and knowledge.

Explore the history of esports. Discuss global issues and current trends. Understand developers, athletes, fans, sponsors, and media. Examine relationships in esports communities and understand how their different roles affect each other. Apply effective communication strategies and presentation tactics to specific esports scenarios. Learn essential components in the building, managing, and closing of esports related events and projects. Discover organizational structure, brand building, and promotion and funding opportunities. Program graduates get access to career services through our Division of Career Pathways to assist with resume writing, interview skills, job searches and one-on-one career advising.

### CURRICULUM (12 units total)

- Overview of Esports
- Effective Communication in Esports
- Esports Project Management: Live Events
- Esports Operations

### ALSO OF INTEREST

- Esports Marketing

### PROGRAM BENEFITS

- Speak knowledgeably about the history, community, and business of esports
- Develop effective communications geared towards fans and decision makers
- Create social media content
- Initiate, plan, execute, and close an esports live event