



100%

...online

ESPORTS MANAGEMENT SPECIALIZED STUDIES PROGRAM

The Esports Management Specialized Studies Program prepares students to turn a passion for gaming into a viable career. According to a market report by Newzoo, global esports revenues have reached \$906 million in 2018, a year-on-year growth of +38%.

Traditional athletic apparel companies such as Nike, Adidas, and Under Armour are expected to compete for team jersey rights in the coming years and major telecom companies are acquiring gamer centric programming providers. Also, innovations in video streaming capabilities have arrived just in time for gaming platforms and titles to capitalize on the value of their media rights. As business opportunities flourish, the industry will create demand for professionals with the right mix of training, passion, and knowledge..

OUR EXPERT INSTRUCTORS HELP YOU

- Speak knowledgeably about the history, community, and business of esports with future employers and other stakeholders in the industry.
- Develop actionable suggestions to encourage growth or improvement in the esports industry.
- Develop effective communications geared towards fans and decision makers within the esports industry.

- Create social media content that entices esports fan interaction.
- Apply project management skills and tools to initiate, plan, execute, and close an esports live event.

WHO SHOULD ATTEND

Individuals aspiring to launch or already beginning their career in the business of esports. This program suits game developers, finance professionals, community managers, marketers, and project managers.

CURRICULUM

Overview of Esports (3 units)

Go on a journey through the history of esports and gain vantage points from developers, athletes, fans, sponsors and media. Examine relationships in the esports communities and understand how their different roles affect each other. Explore esports from behind the scenes and learn what it means to be involved in esports. Learn the structures of what an esports organizations might look like and build the groundwork for an understanding of the esports industry. Esports is an emerging as a global industry; Overview of esports will introduce learners to the roles and influences that game developers have in the industry. Learners get a glimpse into the structures of an organization and how it builds a brand. Learners will also be informed of the jobs available in esports and where to get started in order to be involved.

Effective Communication in Esports (3 units)

Effective communication is essential in every industry. It is particularly important in esports because practitioners and decisions makers are often at different levels of knowledge and sophistication in this relatively new industry. Learn how to present effectively to decision makers so that you can make the next big esports move for your organization or yourself. This is hands-on course practice and hone all major types of communications: emails, written proposals, and presentations. Learn how to apply effective communication strategies and presentation tactics to specific esports scenarios.

Esports Project Management: Live Events (3 units)

Project management is a skill that carries across multiple industries. This course will teach you what it means to be a project manager in an emerging esports field. Learn essential components in the building, managing, and closing of esports related events and projects. Understand the techniques used to analyze and categorize different risks that comes with planning a project or event. Gain skills in managing different stakeholders and learn how to distinguish expectations in relations to scheduled tasks and budgets. Esports Project and Events Management is a great course to network with your peers and provides an opportunity to access a future career into the esports industry.

ADVISORY COMMITTEE

Mark “Garvey” Candella, Director of Strategic Partnerships, Twitch

Sam Cooper, Vice President, Global Product Management, Activision

Mark Deppe, Acting Director for Esports, University of California, Irvine

Peter Krapp, Professor of Film and Media Studies, University of California, Irvine

Doug Lombardi, VP of Marketing, Valve

Frank O’Connor, Franchise Development Director, Microsoft

Jay Puryear, Director of Brand Development, Treyarch

Adam Rosen, Esports Program Manager, Blizzard Entertainment

Tyler Rosen, Esports Program Manager, Blizzard Entertainment

Constance Steinkuehler, Informatics Professor, University of California, Irvine; Former President, Higher Education Video Game Alliance

TO ENROLL

Visit ce.uci.edu/esports for full course descriptions, instructor biographies, and registration information.



FOR MORE INFORMATION

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