Esport Management – Certificate (ESMG.CERT)

The Esport Management Certificate prepares students for careers in the global business of esport. This program focuses on the business aspect of esport. Students will learn how to market and promote events. Graduates gain knowledge in planning events, esport culture, brands, fans and gaming industry trends. Graduates may pursue a variety of careers including esport team coach, esport event staff, esport arena staff, esport marketing coordinator, esport business development specialist, and social media specialist.

Minimum credits: 18
Minimum cumulative GPA: 2.0
Minimum grade in all courses: 2.0
Minimum Jackson College credits: 15

ESPORT GAME MANAGEMENT REQUIREMENTS (18 CREDITS)

Take the following:

SMT	110	Esport in Society
SMT	210	Introduction to Esport Management
SMT	230	Sport Marketing
SMT	240	Sport Facility and Event Management
SMT	245	Internship
BUA	231	Advertising, Promotion, and Public Relations