

HHPL 304: Intro to Esports Management

Explores the esports industry and the effective management strategies applied in this field. Study the professional settings of Esports and examine the multifaceted areas of the discipline: Esports tournaments, marketing, communication, finance, coaching and law. Discuss best practices in management through case studies, exposure to industry professionals, practical experience and interactive learning assignments and opportunities and the role of professionals in the field.

Credits: 3

Program:

Health, Human Perform. & Leisure Studies

COURSE DESCRIPTIONS