

**Program**

Fall 2022

**ESPT 210, Esports Marketing, Sponsorship, and Promotion**

3.0 credits [42 total course hours (3 hours per week)]

**Prerequisites:** ESPT 110 and BUS 239

**Course Description**

This course applies the fundamental concepts of effective marketing and brand development to esports. A development of marketing concepts, plans, and strategies unique to esports, that are used to secure sponsorships and promote esports events, will be emphasized.

**Instructor**

Ben Bramly  
S113C  
613-849-7764  
Ben.bramly@keyano.ca

**Office Hours**

*Monday/Wednesday:* 3:00pm – 4:00pm  
*Tuesday/Thursday/Friday:* 12:00pm – 1:00pm

**Hours of Instruction**

*Tuesday:* 1:00pm – 2:30pm  
*Thursday:* 100pm – 2:30pm

**Required Resources**

- Hedlund, D. P., Fried, G., & Smith, R. C. (2021). *Esports Business Management*. Human Kinetics.

**Suggested Materials:**

- Hartley , S. W., Kerin, R. A., Bonifacio, A., Dumont, D., & Bureau, C. (2021). *Marketing: The Core*. McGraw Hill.
- Justin M Jacobson, (2021). *The Essential Guide to the Business & Law of Esports & Professional Video Gaming*

**Course Outcomes**

Upon successful completion of the course, the student shall be able to:

1. Describe how Esports marketing differs from traditional marketing
2. Apply traditional marketing concepts to the Esports industry
3. Implement an effective marketing plan for an Esports organization or program
4. Compare different marketing strategies across Esports
5. Differentiate marketing strategies between endemic and non-endemic brands
6. Critique various forms of sponsorships in Esports
7. Formulate an effective plan for promoting Esports events

## Evaluation

- Participation (4 Discussion Boards, 5% each, 20% total)
- Assignment #1 (15%)
- Midterm Case Study (20%)
- Assignment #2 (15%)
- Final Assignment: developing a Marketing Plan and Presentation (Individual, 30%)

A grade of C- is required for progression.

The minimum standard for passing this course is a grade of D (50%).

Students must achieve an average of 50% on the midterm and the final exam in order to pass the course and an overall average in the course of 50% (D).

## Grading System

*Please include the grading system for your department*

## Proposed Schedule

**Week 1:** Introductions/Semester Expectations: Introduction to Esport Marketing

**Week 2:** Market Research

**Week 3:** Consumer Studies/Surveys

**Week 4:** Social Media Marketing for Esports

**Week 5:** Esports Consumer Behavior

**Week 6:** Marketing Strategy

**Week 7:** Midterm Case Study

**Week 8:** Esports Market Segmentation

**Week 9:** Esports as a Product

**Week 10:** Esports Branding

**Week 11:** Esports Promotions

**Week 12:** Esports Sponsorship

**Week 13:** Marketing Project

**Week 14:** Best Practices, Final Review, and Q&A

**See the class schedule, topics, and readings as attached.**

### **Please Note:**

Date and time allotted to each topic is subject to change.

---

## Performance Requirements and Student Services

### Student Responsibilities

It is your responsibility as a student to contact the Office of the Registrar to complete any required forms including forms for Withdrawal or Change of Registration. Please refer to the list of important dates as noted in the Academic Schedule in the [Keyano College credit calendar](#). The Keyano College credit calendar also has information about Student Rights and the Code of Conduct. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and the Code of Conduct Policies.

### Student Attendance

Class attendance is useful for two reasons: First, class attendance maximizes a student's learning experience. Second, attending class is a good way to keep informed of matters relating to the administration of the course (e.g., the timing of assignments and exams). Ultimately, you are responsible for your own learning and performance in this course. It is the responsibility of each student to be prepared for all classes. Students who miss classes are responsible for the material covered in those classes and for ensuring that they are prepared for the next class, including the completion of any assignments and notes that may be due.

### Academic Misconduct

Students are considered to be responsible adults and should adhere to principles of intellectual integrity. Intellectual dishonesty takes many forms:

- Plagiarism or the submission of another person's work as one's own,
- The use of unauthorized aids in assignments or examinations (cheating),
- Collusion or the unauthorized collaboration with others in preparing work,
- The deliberate misrepresentation of qualifications,
- The willful distortion of results or data,
- Substitution in an examination by another person,
- Handing in the same unchanged work as submitted for another assignment, and
- Breach of confidentiality.

The consequences for academic misconduct range from a verbal reprimand to expulsion from the College. More specific descriptions and details are found in the Student Rights and Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Code of Conduct Policies. To ensure your understanding of plagiarism, you may be required to successfully complete an online tutorial and submit the certificate of completion.

**Online Learning**

Technology and internet connectivity will impact your online learning experience. You may need to watch online videos, take online quizzes, and participate in live online classes. Live/virtual classes will be hosted in Microsoft Teams or Zoom. For all course delivery types, you will access your course resources on Keyano's learning management system: [Moodle \(iLearn\)](#). Login in using your [Keyano username and password](#). Keyano College operates in a Windows based environment, and having the correct tools for online learning is important. Here's a list of recommended system requirements.

**Internet Speed**

Minimum download and upload speeds of 10 Mbps. Recommended download speeds of 25 Mbps and upload speeds of 10 Mbps (if you are sharing your internet at home). You can check your internet speed with [Speedtest by Ookla](#).

**Computer System Requirements**

Microsoft Windows	Apple (Mac)
<p><b>Minimum Requirements:</b></p> <ol style="list-style-type: none"> <li>1. Windows 10 Operating System or above</li> <li>2. 4GB of RAM</li> <li>3. 10GB available hard drive storage space                             <ol style="list-style-type: none"> <li>a. Install the Microsoft Office 365 suite (~3GB)*</li> </ol> </li> <li>4. Microphone, webcam, and speakers (All modern laptops have these three accessories built in.)</li> <li>5. Windows has built-in anti-virus/malware software. It is important to regularly install system updates to keep your device secure.</li> </ol> <p>*<a href="#">Microsoft Office 365</a> is free to Keyano students.</p>	<p><b>Minimum Requirements:</b></p> <ol style="list-style-type: none"> <li>1. Mac Operating System 10.14 (Monterey) or above</li> <li>2. 4GB of RAM</li> <li>3. 10GB available hard drive storage space                             <ol style="list-style-type: none"> <li>a. Install the Microsoft Office 365 suite (~3GB)*</li> </ol> </li> <li>4. Microphone, webcam, and speakers (All modern laptops have these three accessories built in.)</li> <li>5. Mac has built-in anti-virus/malware software. It is important to regularly install system updates to keep your device secure.</li> </ol> <p>*<a href="#">Microsoft office 365</a> is free to Keyano students.</p>
<p><b>Recommended Upgrades</b></p> <ul style="list-style-type: none"> <li>● 8GB of RAM</li> <li>● Regularly back-up or synchronize your files, locally or with a cloud-based storage option.</li> </ul> <p>OneDrive is the cloud-based storage option free to students after setup of KeyanoMail and Microsoft 365.</p>	<p><b>Recommended Upgrades</b></p> <ul style="list-style-type: none"> <li>● 8GB of RAM</li> <li>● Regularly back-up or synchronize your files locally or with a cloud-based storage option.</li> </ul> <p>OneDrive is the cloud-based storage option free to students after setup of KeyanoMail and Microsoft 365.</p>
<p>Tablets, iPads and Chromebooks are <b>not</b> recommended as they may not be compatible with testing lockdown browsers and Microsoft Office 365.</p>	

**Specific Department Requirements**

Business and OA programs require Windows 10.  
Other programs may utilize Windows based tools as well.

**Computer Software**

Students have access to Microsoft Office 365 and Read&Write for free using Keyano credentials by [clicking here](#).

**Recording of Lectures and Intellectual Property**

Students may only record a lecture if explicit permission is provided by the instructor or by Accessibility Services. Even if students have permission to record a lecture or lecture materials, students may not share, distribute, or publish any of the lectures or course materials, this includes any recordings, slides, instructor notes, etc. on any platform. Thus no student is allowed to share, distribute, publish or sell course related content (instructor, or students) without permission. It is important to recognize that the Canadian Copyright Act contains provisions for intellectual property. The [Academic Integrity Policy](#) provides additional information on Keyano College's expectations from students as members of the intellectual community.

**ITS Helpdesk**

If you are having issues with your student account, you can contact the ITS Helpdesk by emailing [its.helpdesk@keyano.ca](mailto:its.helpdesk@keyano.ca) or calling 780-791-4965.

**Specialized Supports**

The Student Services Department is committed to Keyano students and their academic success. There are a variety of student supports available at Keyano. In light of the Covid-19 pandemic, implementation of student supports will align with current government restrictions. Both in-person and virtual services will be offered. All Alberta Health Services guidelines will be followed for in-person appointments—wear a mask, maintain two meters of physical distance, use hand sanitizer, and stay home if you are unwell.

All student services are available during Keyano business hours: Monday to Friday, 8:30 a.m. to 4:30 p.m. The College is closed on statutory holidays. If you require support outside of regular business hours, please inform the support service team, and we will do our best to accommodate your needs.

**Accessibility Services:** provides accommodations for students living with disabilities. Students with documented disabilities, or who suspect a disability, can meet with a Learning Strategist to discuss their current learning barriers and possible accommodations. Students who have accessed accommodations in the past are encouraged to contact us to request them for the

semester. Please note that requesting accommodations is a process and requires time to arrange. Contact us as soon as you know you may require accommodations. For accessibility supports and to book an appointment, please contact [accessibility.services@keyano.ca](mailto:accessibility.services@keyano.ca).

Accessibility Services also provides individual and group learning strategy instruction for all students, as well as technology training and supports to enhance learning. Meet with a Learning Strategist to learn studying and test-taking strategies for online classes. Schedule an appointment with the Assistive Technology Specialist to explore technology tools for learning. Book an appointment today by emailing [accessibility.services@keyano.ca](mailto:accessibility.services@keyano.ca)

**Wellness Services:** offers a caring, inclusive, and respectful environment where students can access free group and individual support to meet academic and life challenges. Mental Health Coordinators offer a safe and confidential environment to seek help with personal concerns. Students may access services virtually and in-person. Wellness Services welcomes students to participate in any of the group sessions offered throughout the academic year addressing topics including mindfulness and test anxiety. Individual appointments can be made by emailing [wellness.services@keyano.ca](mailto:wellness.services@keyano.ca).

**Library Services:** provides students with research, information, and education technology supports as they engage in their studies. Library staff are available to support you both online and in-person throughout the semester. Librarians offer individual and small group appointments which can be booked using the online [Book A Librarian calendar](#). The Library provides research and subject guides to help you with your studies. To view a subject or course-specific guide, check out the complete list of online [Subject Guides](#). To begin your research and access citation guides (APA, MLA, Chicago, or IEEE) visit the [Research Help page](#). The Library's collections (including both print and online materials) are searchable using OneSearch. To support students in their access and use of technology, the Library offers a Loanable Technology collection. For an up-to-date list of technology available for borrowing visit the Library's [Loanable Technology webpage](#). For a detailed list of library resources and services, go to [www.keyano.ca/library](http://www.keyano.ca/library). For all inquiries, please email [askthelibrary@keyano.ca](mailto:askthelibrary@keyano.ca) or [chat with us online](#).

**Academic Success Centre:** The Academic Success Centre is a learning space in the Clearwater Campus (CC-119) at Keyano College. Students can gather to share ideas, collaborate on projects, get new perspectives on learning from our Academic Content Specialists, or use the Centre's educational resources. The goal of the Academic Success Centre is to foster a student's ability to learn effectively and independently. To that end, the Academic Success Centre provides academic support services to students registered in credit programs at Keyano College in the form of individual tutoring, writing support groups, facilitated study groups, workshops, and study space. Students registered at Keyano College are welcome to drop by the Centre to visit with any of our Academic Content Specialists to discuss their academic concerns. Services are **free** to Keyano students. Academic Content Specialists are available in the areas of Math, Science, Human Services, and English/Humanities. This covers all courses offered at Keyano. For

the most up to date information on how to book a session, please view the [Keyano Academic Success Centre homepage](#). Our hours of operation are Monday to Friday, 8:30 a.m. to 4:30 p.m. Flexible times may be available upon request. We offer virtual and in-person sessions.

**Academic Success Coach:** The Academic Success Coach offers you support and access to resources to succeed in your studies. The Academic Success Coach will work with you to develop an academic success plan, develop your study and time management skills, and connect you with the right resources here at Keyano. [Academic.success@keyano.ca](mailto:Academic.success@keyano.ca) is the best way to access resources during blended service delivery. The Academic Success Coach is located in the Skill Centre in CC-119 at the Clearwater Campus.

**Authorization**

This course outline has been reviewed and approved by the Program Chair.

---

[First Name, Last Name], Instructor

---

[First Name, Last Name], Chair Date Authorized

---

[First Name, Last Name], Dean Date Authorized

**Signed copies to be delivered to:**  
Instructor  
Registrar's Office