

ESPT 210, Esports Marketing, Sponsorship, and Promotion

3 credits, 3 hours lecture

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.

Pre and Co-requisites

Prerequisites: ESPT 110 and BUS 239

Course Learning Outcomes (CLOs)

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

CLO1 - Explain how different Esports organizations are set up

CLO2 - Apply traditional marketing concepts to the Esports industry

CLO3 - Implement an effective marketing plan for an Esports organization or program

CLO4 - Compare different marketing strategies across Esports

CLO5 - Differentiate marketing strategies between endemic and non-endemic brands

CLO6 - Critique various forms of sponsorships in Esports

CLO7 - Formulate an effective plan for promoting Esports events

Evaluation

Assessment Type	Percentage
Assignments/Discussions	50%
Midterm	20%
Final Project	30%
Total	100%

Course Completion Requirements

Minimum passing mark of 50% or D is required.

Grading Scale

4.0 Grade Scale	Alpha Grade	Percentage Grade
4.0	A+	93-100
4.0	A	85-92.9
3.7	A-	80-84.9
3.3	B+	77-79.9
3.0	B	74-76.9
2.7	B-	70-73.9
2.3	C+	67-69.9
2.0	C	64-66.9
1.7	C-	60-63.9
1.3	D+	55-59.9
1.0	*D	50-54.9
0.0	F	0-49.9

Land Acknowledgement

We respectfully acknowledge that Keyano College is on Treaty No. 8 Territory, the ancestral and traditional territory of the Cree, Dene, and Métis people.

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Every effort has been made to ensure that information in this course outline is accurate at the time of publication. Keyano College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.

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