



## MASTER SYLLABUS

### ESPT 301 – ESPORTS MARKETING

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#### SCHOOL OF BUSINESS AND LIBERAL ARTS

SPRING 2021

- A. **TITLE:** ESPORTS MARKETING
- B. **COURSE NUMBER:** ESPT 301
- C. **CREDIT HOURS:** Three lecture hours per week for 15 weeks (3 credits)
- D. **WRITING INTENSIVE COURSE:** No
- E. **GER CATEGORY:** None

F. **SEMESTER(S) OFFERED:** Spring

G. **COURSE DESCRIPTION:**

Students explore contemporary marketing practice and marketing career opportunities in the eSports industry. Students use marketing concepts gained in BSAD 203 Marketing to examine marketing initiatives and corresponding efficacy in eSports marketing practice. Students select an existing eSports entity, develop a marketing plan, and propose ways to improve the entity's marketing efficacy. The course culminates in the presentation and defense of the student's marketing plan.

H. **PRE-REQUISITES/CO-REQUISITES:**

- a. Pre-requisite(s): BSAD 203 Marketing and ESPT 200 Fundamentals of eSports Technology
- b. Co-requisite(s): None
- c. Pre- or co-requisite(s): None

• **STUDENT LEARNING OUTCOMES:**

<b><u>Course Student Learning Outcome [SLO]</u></b>	<b><u>PSLO</u></b>	<b><u>GER</u></b>	<b><u>ISLO</u></b>
<b>a.</b> Identify and define functional areas of marketing within the context of eSports management	2	none	2 [IA]
<b>b.</b> Apply the marketing mix to the field of eSports management	4	none	5
<b>c.</b> Discuss the role of technology in eSports marketing	2	none	2[IA]
<b>d.</b> Examine and critique examples of real-world eSports marketing	2	none	2 [CA]
<b>e.</b> Develop a marketing plan for an existing eSports entity	4	none	5
<b>f.</b> Present and defend the marketing plan	1		1 [O,W]

<b>KEY</b>	<b><u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u></b>
<b>ISLO #</b>	<b>ISLO &amp; Subsets</b>
<b>1</b>	<b>Communication Skills</b> Oral [O], Written [W]
<b>2</b>	<b>Critical Thinking</b> <i>Critical Analysis [CA], Inquiry &amp; Analysis [IA], Problem Solving [PS]</i>
<b>3</b>	<b>Foundational Skills</b> <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
<b>4</b>	<b>Social Responsibility</b> <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
<b>5</b>	<b>Industry, Professional, Discipline Specific</b>

	<b>Knowledge and Skills</b>
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J. **APPLIED LEARNING COMPONENT:**                      Yes   x                        No       

Classroom

K. **TEXTS:** none/OER materials

L. **REFERENCES:** none

M. **EQUIPMENT:** Technology Enhanced Classroom or Computer Lab

N. **GRADING METHOD:** A-F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

Assignments

Class Participation

Quizzes

Exams

Project

P. **DETAILED COURSE OUTLINE:**

- I. Modern Marketing
  - A. The Field of eSports Marketing
  - B. The Marketing Environment
  - C. Current Trends in eSports Marketing
  
- II. The Marketing Mix
  - A. Product
  - B. Price
  - C. Promotion
  - D. Placement
  
- III. eSports Promotional Mix
  - A. Advertising
  - B. Public Relations
  - C. Sales Promotion
  - D. Direct Marketing
  - E. Personal Selling
  
- IV. Social Media in eSports Marketing
  - A. Platforms
  - B. Influencers
  - C. Monetization
  - D. Content
  - E. Enabling Technologies
  - F. Current Trends
  
- V. Examination of Current eSports Marketing Initiatives
  - A. eSports Advertising
  - B. Public Relations
  - C. Event Sponsorship

- D. eSports Influencers
- E. Players and Content Creators
- F. Publisher
- G. Leagues
- H. Sponsors and Brand Partners

- VI. Planning and Evaluating the Marketing Effort
  - A. eSports Marketing Strategy Development
  - B. Social, Ethical, and Legal Considerations in eSports Marketing

- VII. The eSports Marketing Plan
  - A. Market Research
  - B. Segmentation and Targeting
  - C. Position
  - D. Situational Analysis
  - E. Market Strategy
  - F. Budget
  - G. Metrics
  - H. Executive Summary

- VIII. Presenting and Defending the Marketing Plan
  - A. Written Report
  - B. Oral presentation
  - C. Anticipating Audience Inquiries
  - D. Defending the Plan

- IX. eSports Marketing Careers
  - A. Examining Career Opportunities in eSports Marketing
  - B. Marketing Entities in the eSports Marketing Industry

Q. **LABORATORY OUTLINE:**  
None