MASTER SYLLABUS

ESPT 301 – Esports Marketing

For available course numbers, contact the Registrar's Office at registrar@canton.edu

CIP Code: 52.9999

Created by: Nicholas Kocher
Updated by: Nicholas Kocher

School: Business and Liberal Arts
Department: Business
Implementation Semester/Year: Spring 2025

A.   TITLE: Esports Marketing

B.   COURSE NUMBER: ESPT 301

C.   CREDIT HOURS (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity):

# Credit Hours per Week	3
# Lecture Hours per Week	3
# Lab Hours per Week	
Other per Week	

D.   WRITING INTENSIVE COURSE:

Yes	
No	x

E.   GER CATEGORY:

Does course satisfy a GER category(ies)? If so, please select all that apply.

[1-2] Communication	
[3] Diversity: Equity, Inclusion & Social Justice	
[4] Mathematics & Quantitative Reasoning	
[5] Natural Science & Scientific Reasoning	
[6] Humanities	
[7] Social Sciences	
[8] Arts	
[9] US History & Civic Engagement	
[10] World History & Global Awareness	
[11] World Languages	

F.   SEMESTER(S) OFFERED:

Fall	
Spring	x
Fall and 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: BSAD 203 Marketing
      CO-REQUISITES: none

I.   STUDENT LEARNING OUTCOMES:

Course Student Learning Outcome [SLO]	Program Student Learning Outcome [PSLO]	GER	ISLO & Subsets
a. Identify and define functional areas of marketing within the context of eSports management	2. Apply critical analysis to the theory and practice of eSports gaming and eSports management.		2 [IA]
b. Apply the marketing mix to the field of eSports management	4. Demonstrate proficiency in eSports management.		5
c. Discuss the role of technology in eSports marketing	2. Apply critical analysis to the theory and practice of eSports gaming and eSports management.		2 [IA]
d. Examine and critique examples of real-world eSports marketing	2. Apply critical analysis to the theory and practice of eSports gaming and eSports management.		2 [CA]
e. Develop a marking plan for an existing eSports entity	4. Demonstrate proficiency in eSports management.		5
f. Present and defend the marketing plan	1. Present and articulate thoughts, ideas, viewpoints, and conclusions both orally and/or in writing.		1 [O,W], 2[PS]

	5. Demonstrate eSports management knowledge to work efficiently in team setting.		

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

J.   APPLIED LEARNING COMPONENT:

Yes	x
No	

If yes, select [X] one or more of the following categories:

Classroom / Lab	x	Community Service	
Internship		Civic Engagement	
Clinical Practicum		Creative Works/Senior Project	
Practicum		Research	
Service Learning		Entrepreneurship [program, class, project]	

K.   TEXTS: OER and library resources

L.   REFERENCES: none

M.   EQUIPMENT: Technology Enhanced Classroom with dual presentation screens

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