

Game Business and Esports Certificate

Degree Type

Certificate

Environment

campus

Program Length

28 weeks

Overview

Game publishers, esports teams, and organizations in the gaming industry rely on business-minded individuals to support the visibility and growth of their product, service, or team. Business professionals in gaming and esports are able to connect these entities with their consumers, drawing from a foundation in gaming culture and media creation. The Game Business & Esports undergraduate certificate curriculum equips you with foundational skills in content creation as you build your understanding of marketing and communication in the gaming industry. You will also learn the fundamentals of esports production and venue logistics. The curriculum navigates through an introduction to the gaming industry and its many cultural facets and communities, a survey of production and streaming methods, as well as principles of content creation, marketing, and storytelling.

Objective

Certificate's Objective The Game Business & Esports undergraduate certificate program provides you with a foundational knowledge of the business behind gaming entities and esports events. You will be equipped with basic skills in audio and visual media creation, digital delivery methods, and an introduction to engagement and marketing tactics across gaming communities. Upon completion of this certificate program, the knowledge and skills gained will enhance your insight into the gaming industry and prepare you to pursue opportunities in this dynamic field.

Month 1

Code	Title	Credit Hours
GBE1001	Introduction to the Gaming Industry	4.0

Month 2

Code	Title	Credit Hours
GBE1021	Introduction to Esports Production	4.0

Month 3

Code	Title	Credit Hours
MKT210	Introduction to Marketing	4.0

Month 4

Code	Title	Credit Hours
MKT163	Storytelling for Marketing	3.0

Month 5

Code	Title	Credit Hours
VID1555	Video-Sharing Platforms	4.0

Month 6

Code	Title	Credit Hours
MCM2416	Digital Video and Audio Production	4.0

Month 7

Code	Title	Credit Hours
GBE2001	Gaming Culture and Engagement	3.0
Total Credit Hours		26

Please Note

- Some specific courses may be offered online. Please see course descriptions for details.