

Game Business and Esports Associate of Applied Science

Degree Type

Associate of Applied Science

Environment

campus

Program Length

52 weeks

Overview

Game publishers, esports teams, venues, agencies, and organizations in the gaming industry rely on business-minded individuals to support the operation and expansion of their product, service, or team. Business professionals in gaming and esports are able to connect these entities with their consumers, drawing from a wealth of knowledge in gaming culture, technology, revenue streams, and communication tactics. The Game Business & Esports curriculum provides an opportunity for you to examine the business aspects of the gaming industry. You will dive into the publisher, product, and distribution world as well as the esports side of the industry, building experience in community interactions, marketing, events, business development, and digital engagement from all angles of the industry. The curriculum provides exercise in creating digital content and cultivates your understanding of how different gaming communities engage through digital mediums, including from an international lens. You will learn to identify revenue-generation opportunities and ways to connect them with businesses within the industry. The curriculum navigates through techniques to create social media campaigns, event and team management, and game marketing strategies with a culminating project to implement a targeted esports event.

Objective

Associate of Applied Science The goal of the Game Business & Esports Associate of Applied Science degree program is to hone your planning, communication, and content creation skills to be able to connect and engage gaming consumers with brands and events. You will understand the various business models within game publishing and esports while also recognizing revenue-generating opportunities within each realm that will serve to engage fans and stakeholders. You will grasp the various types of gameplay and their styles of community behavior. The curriculum covers the terminology and business structure behind game publishers, event venues and production, and esports teams. Completing the Game Business & Esports Associate of Applied Science degree program will equip you with the technical skills required to pursue essential career pathways across the business and operational roles of the evolving gaming industry.

Month 1

Code	Title	Credit Hours
GEN1011	Creative Presentation	3.0

Month 2

Code	Title	Credit Hours
DEP1013	Psychology of Play	3.0
ENC1101	English Composition I	4.0

Month 3

Code	Title	Credit Hours
GBE1001	Introduction to the Gaming Industry	4.0

Month 4

Code	Title	Credit Hours
GBE1021	Introduction to Esports Production	4.0

Month 5

Code	Title	Credit Hours
VID1555	Video-Sharing Platforms	4.0
MCM1203	New Media Tools	4.0

Month 6

Code	Title	Credit Hours
MCM2416	Digital Video and Audio Production	4.0

Month 7

Code	Title	Credit Hours
MKT210	Introduction to Marketing	4.0
MKT163	Storytelling for Marketing	3.0

Month 8

Code	Title	Credit Hours
GBE2001	Gaming Culture and Engagement	3.0

Month 9

Code	Title	Credit Hours
GBE119	Project and Portfolio I: Game Business and Esports	3.0
GBE3111	Professional Development Seminar I: Game Business and Esports	1.0

Month 10

Code	Title	Credit Hours
GBE2501	Game Business Models	4.0

Month 11

Code	Title	Credit Hours
GBE229	Project and Portfolio II: Game Business and Esports	3.0
GBE3222	Professional Development Seminar II: Game Business and Esports	1.0

Month 12

Code	Title	Credit Hours
GBE3201	Gaming Community and Social Media	4.0

Month 13

Code	Title	Credit Hours
MKT3014	Marketing Law and Contracts	4.0
GBE339	Project and Portfolio III: Game Business and Esports	3.0
Total Credit Hours		63

Please Note

- Some specific courses may be offered online. Please see course descriptions for details.
- Associate of Applied Science (A.A.S.) degree programs are designed to prepare students for entry into technical and professional fields. A.A.S. degree programs are fully transferable into related Full Sail University bachelor's programs. The transferability of credit from Full Sail to another institution is at the discretion of the accepting institution. It is the student's responsibility to confirm whether or not credits will be accepted by another college.