

GBE119 : Project and Portfolio I: Game Business and Esports

In the Project and Portfolio I: Game Business and Esports course, students will create audio and visual media to be used to connect consumers with a particular brand in a gaming community. Students will then define the business objectives for their content and identify its potential engagement benefits among stakeholders for the brand. Students will also begin to distinguish their own personal brand and show how it aligns within the industry.

Credits 3