

GBE339 : Project and Portfolio III: Game Business and Esports

In the Project and Portfolio III: Game Business and Esports course, students will integrate their previous course work and research findings toward developing a social media campaign to connect a brand within a gaming community. They will define and plot out their campaign objectives and goals, which may aim to build their following, increase microtransactions, strengthen sponsorship affiliations, etc. Students will create media and content in order to effectively support their social media campaign, target their audience, and reach posed objectives.

Credits 3

Course Length 4 weeks