

GBE359 : Project and Portfolio V: Game Business and Esports

In the Project and Portfolio V: Game Business and Esports course, students will explore the realm of partnerships and licensing in the gaming industry. With their foundation developed in the Sports Sales and Sponsorship course, students will examine an organization's partnerships and licensing arrangements. They will analyze the marketing, communication, revenue, and cultural impact of these relationships. They will then evaluate revenue-generation opportunities and propose and develop an activation plan to engage stakeholders.

Credits 3

Course Length 4 weeks