



Course Description

SPM2167 | Esports Event Management | 3.00 credits

This course will provide students with the basic concepts of event management. General event management concepts will be applied to esports-specific events to better prepare students to run both online and in-person events. Pertinent event management concepts such as determining the purpose of an event, different event formats, sponsorship, marketing, staffing, and risk management will be covered.

Course Competencies

Competency 1: The student will express the nuanced aspects of esports-specific events by:

1. Discussing planning, managing, staffing, and evaluating the implementation of an esports event
2. Examining esports marketing principles to effectively launch esports events, including event sponsorship, sales, and promotion
3. Identifying legal, ethical, and risk management challenges associated with the execution of an esports event

Competency 2: The student will compare online and in-person (LAN) esports event formats by:

1. Evaluating the differences between LAN and online esports event formats
2. Understanding player preferences and resources required for the different sports event formats
3. Analyzing team performances at the different esports event formats

Competency 3: The student will deconstruct event management plans and examine the essential processes involved by:

1. Identifying effective managerial and communication skills when managing an esports event
2. Comparing esports event management with other forms of sport event management
3. Applying best practices to real-world esports event management scenarios

Competency 4: The student will articulate the importance of establishing a clear purpose for an esports event by:

1. Discussing the purpose and value of an esports event
2. Identifying the key resources required to execute a successful esports event
3. Understanding the needs of the participants and audience of the esports events

Competency 5: The student will organize a plan for an in-person or online esports event by:

1. Identifying appropriate steps in planning and executing an esports event
2. Developing and presenting a strategic plan for an esports event
3. Evaluating the challenges presented within the strategy plan and identifying best practices to address the challenges

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information