



### **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:**

1. Communication
2. Critical Thinking
3. Information Literacy