ESPORTS MARKETING MANAGEMENT (EMK)

About the Program

This eight-month graduate certificate program prepares you for an exciting marketing management career within the rapidly growing industry of esports and competitive gaming. Revenue in this sector is currently valued at more than $1 billion globally with a high demand for marketing professionals who specialize in sponsorship and branding. Your learning in this program will focus on that specific need with a curriculum that centres on developing business strategies and marketing plans for branding, advertising and sponsorship opportunities.

Part-time option is available > (http://www.senecapolytechnic.ca/ ce/business/marketing-sales/esports-marketing-management.html? elqTrackId=3376f960208441da9da70035222adc11&elqaid=125&elqat=2)

Credential Awarded

Ontario College Graduate Certificate

Duration

2 Semesters (8 Months)

Starts

September

Program and course delivery

This program is offered in Seneca's flexible delivery format, with some courses delivered online. The optional work term is in-person or online. For courses offered in the flexible delivery format, professors use innovative learning spaces and technology to teach students in a classroom or lab and broadcast in real time to students attending remotely. In flexible courses, students have the choice of coming on campus or learning online.

Skills

Throughout this program you will develop the following skills:

- advertising
- branding
- business strategy
- market research
- marketing plans
- sponsorship

Work Experience
Optional Work Term

This program offers the option to complete a work term, providing valuable hands-on experience in your field of study.

Students who select the work term stream will have the opportunity to participate in a work term(s) if eligibility requirements are maintained. Students will have the flexibility to transfer to the non-work term stream at any time. The work term(s) is similar in length to an academic semester and is typically a full-time position that may be paid or unpaid. The work term job search is student-driven and participation in the work term

stream does not guarantee that a work position will be secured. However, students will receive guidance and support through in-class career workshops and one-on-one coaching to help prepare for the work term.

Review eligibility requirements for work-integrated learning (https://www.senecapolytechnic.ca/employers/seneca-works/work-integrated-learning/eligibility.html)

Your Career

Graduates of the program can explore the following career options:

- marketing co-ordinator
- marketing manager
- talent and brand co-ordinator
- talent and brand manager
- event planning
- developer
- producer
- consultant
- video editor

Our Seneca Agency

Seneca's student-run agency, Studio 67, gives students the opportunity to put theory into practice by working directly with clients on marketing and media projects. You will apply the concepts learned in your courses to design, pitch and execute strategies with real organizations. With this hands-on experience in your repertoire and on your resumé, you will graduate industry ready.

Discover Studio 67 (https://www.senecapolytechnic.ca/school/faculty-of-communication-art-and-design/school-of-marketing/marketing-agency.html)

Program of Study

Course Code	Course Name	Weekly Hours
Semester 1		
EMK100	Digital Marketing and Social Media for Esports	3
EMK110	Esports Experience and Culture of Gaming	4
EMK120	Business of Esports	3
EMK130	Marketing Communications in Esports	3
EMK140	Sponsorship Strategies for Esport Entities	4
EMK150	Esports Media Landscape	3
Semester 2		
EMK200	Athlete and Influencer Marketing	4
EMK210	Esports Event Production and Distribution	4
EMK220	Entrepreneurship for Esports	4
EMK230	Audience Analytics for Esports	3
EMK250	Evolution of Esports Technology	4

SEA245	Brand Activation and Experiential Marketing	3
WTP100	Work Term Preparation [*]	1
Work-Integrated Learning Term		
EMK441	Esports Marketing Management, Work Term [*]	30

[*] Work-Integrated Learning option only

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Develop an integrated marketing and communications plan for an esports entity based on industry best practices and that meets the needs of a client's desired marketing and financial ROI objectives.
- Evaluate the brand management strategies and contrasting business models of various esports entities including teams, leagues, licensees, franchises, athletes and ancillary right holders, to determine ways to grow brand equity and competitive advantage.
- Recommend audience engagement strategies to enhance the viewer base of live and virtual esports competitions.
- Develop revenue models that take into account the value of esports events and media rights for brands, sponsors and media companies to enhance the value proposition and earnings potential of an integrated esports partnership.
- Recommend integrated marketing strategies that can enhance an esports entities social reach and engagement through use of a range of social, digital and broadcast media platforms.
- Conduct market research that captures insights about esports consumer, competitive, and collaborative environments to guide marketing management decision-making.
- Develop a comprehensive esports sponsorship proposal and activation plan that provides measurable benefits to brand sponsors.
- Analyze esports viewer, participant and influencer data to determine patterns or trends in consumer behavior and preferences that factor into the design of an esports marketing management strategy.

- Communicate information persuasively and accurately in oral, written and digital formats to recommend esports marketing strategies.

Admission Requirements

- Ontario university or college degree or college diploma or equivalent Applicants with an equivalent combination of partial postsecondary and/or three to five years of related work experience may be considered for admission. A relevant resumé and references must be provided.
- English proficiency (https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/english-proficiency.html) for graduate certificates

Canadian citizens or permanent residents educated outside of Canada must provide a World Education Services (WES) or ICAS Canada credential evaluation.

International Student Information

International admissions requirements vary by program and in addition to English requirements (https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada (senecapolytechnic.ca) (https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html).

Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (https://www.senecapolytechnic.ca/pathways.html) web page.

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