

ESPORTS MANAGEMENT, CERTIFICATE (1766)

Program Coordinator

William A. Czekanski, william.czekanski@wku.edu

The Esports Management Certificate is designed to prepare students in various majors for careers in Esports Management. This certificate is an interdisciplinary program between the Sport Management program in the School of Kinesiology, Recreation and Sport in the College of Health and Human Services and the Department of Marketing in the Gordon Ford College of Business and aims to equip students with knowledge in the areas of design, marketing, finance, promotion, and management within the Esports industry.

Program Requirements (15 hours)

Code	Title	Hours
MKT 220	Basic Marketing Concepts	3
MKT 322	Integrated Marketing Communications	3
MKT 426	Esports Marketing and Branding	3
SPM 305	Sport Event Management	3
SPM 320	Esports Management	3
Total Hours		15