ESPORTS MANAGEMENT
Associate in Applied Science

With the Associate in Applied Science (A.A.S.) in Esports Management, focus on the business aspect of esports while learning to develop teams and online communities. Learn how to market and promote events utilizing digital technology.

Gain knowledge in:
- Planning and execution of small and large scale events using streaming technology
- Esports culture, audience, fans and customers
- Esports gaming industry trends and genres

Graduates may work in the administration of esports and may pursue a variety of careers including:

- **Esports manager**
- **Event staff supervisor**
- **Community manager**
- **Event planner**
- **Social media specialist**
- **Esports team coach**
- **Esports financial manager or account supervisor**
- **Esports business development manager**
- **Assistant director of esports**

Degree Requirements

Semester I		Credit Hours
ESP 100	Introduction to Esports Management	3
BCA 120	Introduction to Computer Applications	3
BUS 115	Leadership and Interpersonal Relations	3
ENG ___	Select one of the following:	3
	ENG 101 College Writing*	
	ENG 105 College Writing Seminar	(4)
MAT 101	Business Math	3

Semester II		
ESP 150	World of Competitive Gaming	3
GAM 156	Esports Game Technologies	3
BUS 215	Marketing	3
COM ___	Select one of the following:	3
	COM 100 Public Speaking	
	COM 101 Interpersonal Communications	
ENG 220	Business Communications	3

Semester III		
ESP 225	Aspects of Game Design	3
ESP 228	Esports Event Management	3
ACC 210	Principles of Accounting I	3
MAT ___	MAT 100 or higher	3
___ ___	Elective: Social Science	3

Semester IV		
ESP 250	Esports Industry Trends	3
ESP 290	Esports Planning and Strategy	3
ACC 212	Principles of Accounting II	3
BUS 286	Social Media Marketing	3
ECO 201	Macroeconomics	3

Total Credit Hour Requirements	**60-61**

*Placement determined by assessment test scores and/or prior college coursework

Central Maine
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