

Esports Management

Minor Contact:

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Minor Code - U206

Pursuing the esports management minor allows students interested in the expanding esports field to gain skills which will complement many majors.

Code	Title	Hours
Students must earn a grade of C- or higher in all minor courses, maintain a minimum overall GPA of 2.0 in all minor courses, and have 6 distinct credit hours in the minor that are not shared with other degree requirements.		
Required Coursework		9
ESPT 101	Introduction to Esports	
Select two of the following:		
SM 321	Esports Governance	
SM 322	Esports Marketing	
BCOR 310	Esports Business	
Electives		6
Select two of the following (not taken above): *		
BCOR 310	Esports Business	
BCOR 320	Legal Environment of Business	
ESPT 201	Esports in Contemporary Society	
ESPT 420	Esports Event Management	
JRL 433	Social Media Applications	
MKTG 325	Marketing Research	
PR 436	Event Planning	
PR 437	Event Promotion	
PR 438	Event Execution	
SEP 272	Introduction to Sport and Performance Psychology	
SM 321	Esports Governance	
SM 322	Esports Marketing	
Total Hours		15

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At least one of the elective courses must be at the 300 or 400 level.