

Postgraduate Diploma eSports Marketing and Management

Endorsed by the NBA





Postgraduate Diploma eSports Marketing and Management

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/pk/videogames/postgraduate-diploma/postgraduate-diploma-esports-marketing-management

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01

Introduction

eSports are probably the most famous video games nowadays. They consist of online competitions in which anyone can participate, having at the same time different themes and objectives. Companies in the industry seek to develop this type of games and launch them with powerful marketing campaigns and careful positioning processes to reach the largest possible number of players. These are two of the tasks that the student will learn to develop in this program under the supervision of experts in the world of online games. All this with the convenience of studying from home without the need to travel or follow a schedule.





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You will become an expert in an emerging sector, which is evolving at breakneck speed every day. Through different knowledge of business management and marketing, you will reach your goals”

Times change, and also, the way we see sports. With the arrival of video games, a new type of sport called eSports appeared. These are characterized by online competitions of different categories, which are organized ranging from games which are played in groups of friends, to championships played by professionals worldwide. This is a young field, since the first e-Sport in history dates back to 1972, so the universe to be explored is still very large.

For this reason, more and more video game companies are investing in this industry. In fact, there are even tournaments where thousands of people gather to play and watch eSports competitions. The number of players grows every day giving rise to the creation and expansion of the catalog of this type of digital competitions. Offering a good marketing campaign to publicize the video game, or correctly analyze the economic environment of the same are key points that the graduates of this program will learn to develop with this Postgraduate Diploma.

Through a syllabus that concentrates all the keys for a management and marketing strategy of eSports, the students will acquire the relevant knowledge to adapt to a favorable working environment. The teaching team of this program has developed 3 modules with all the important aspects of this field of video games. In addition, they will be available at all times to assist the students with any difficulty that may arise during the completion of this program.

Sometimes, combining work obligations, personal life and studies is not an easy task. For this reason, TECH offers a fully online mode so that students have the opportunity to organize their time in the way that suits them best. It should be noted that this university is at the forefront of the most innovative study and learning techniques on the market, and as an example of this is the Relearning methodology.

This **Postgraduate Diploma in eSports Marketing and Management** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ The development of case studies presented by experts in eSports Marketing
- ◆ The graphic, schematic, and practical contents with which they are created, provide practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where the self-assessment process can be carried out to improve learning
- ◆ Its special emphasis on innovative methodologies
- ◆ Theoretical lessons, questions for experts and individual reflection work
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



eSports or cybersports, are multiplayer competitions in which both amateur and professional players can participate”

“

Overwatch or CounterStrike: Global Offensive are examples of the different types of eSports that exist. All of them with different themes and for all tastes”

The program's teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

Learn about eSports competitions and events from the comfort of your home thanks to our 100% online methodology.

Lead the management and advertising of eSports with competitions with as many spectators as a conventional sport.



02 Objectives

The objectives of this Postgraduate Diploma are clear. By achieving them, the graduates will be able to obtain the necessary abilities for a series of skills required in the eSport Management and Marketing in video game companies. For this reason, TECH has focused on the most relevant points, without missing out any necessary details.



“

Get to know how eSports works and learn how to develop the most innovative techniques of Gaming Marketing to obtain great results as achieved by projects such as FIFA or League of Legends”



General Objectives

- ◆ Gain in-depth understanding of video game projects and design
- ◆ Gain in-depth knowledge of emerging technologies and innovations in the industry
- ◆ Develop video game-oriented strategies
- ◆ Learn how to develop marketing and sales strategies in detail
- ◆ Delve into the impact on project management and team leadership

“

Learn all the ins and outs of running a company and put it into practice in your professional future, from business skills to applying Inbound Marketing”





Specific Objectives

Module 1. eSports Management

- ◆ Know, learn and delve into the eSports sub-ecosystem, both its main players and business models in order to be able to develop this market

Module 2. Digital Marketing and Digital Transformation of Video Games

- ◆ Identify and know how to develop all the disciplines and techniques of Gaming Marketing that enable companies to boost their business models in the video game industry

Module 3. Strategy in Digital and Video Games Businesses

- ◆ Know the context and the components of business strategy with a focus on the video game industry

03

Course Management

Having professionals who develop a quality educational plan for student learning is possible. That is why TECH has a highly professional teaching staff to incorporate all the knowledge and skills related to eSports in a video game company into the syllabus.





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Teachers will provide you with the tricks of eSports development, and also will explain the relevant actions to increase the benefits of eSports”

Management



Mr. Moreno Campos, Daniel

- Chief Operations Officer in Marshals
- Project Manager Officer in Sum- The Sales Intelligence Company
- Content Manager at GroupM (WPP)
- Teacher in Boluda.com
- Teacher in Edix (UNIR)
- Associate Teacher in ESIC Business & Marketing School
- Master's Degree in Innovation and Digital Transformation, Digital Communication and Multimedia Content at MSMK University
- Product Owner Certification



04

Structure and Content

In this Postgraduate Diploma it is possible to find a broad and complete syllabus with all the concepts applied to eSports Management and Marketing. Starting with the correct management of eSports, passing through the product marketing of the product and ending with the business strategy. These 3 modules prepare the graduates for a work adventure in which they will achieve all the objectives. It should be noted that each module is developed by professionals with extensive experience in this field who have designed a quality content through this program.



“

*eSports is an innovative form of sports
also known as electronic sports”*

Module 1. eSports Management

- 1.1. eSports Industry
 - 1.1.1. eSports
 - 1.1.2. eSports Industry Actors
 - 1.1.3. The eSports Business Model and Marketplace
- 1.2. eSports Club Management
 - 1.2.1. Importance of eSports Clubs
 - 1.2.2. Creation of Clubs
 - 1.2.3. eSports Club Management and Administration
- 1.3. e-Gamers Relationship
 - 1.3.1. The Role of the Player
 - 1.3.2. Player's Skills and Competencies
 - 1.3.3. Players as Ambassadors of the Brand
- 1.4. Competitions and Events
 - 1.4.1. Delivery in eSports: Competitions and Events
 - 1.4.2. Event and Championship Management
 - 1.4.3. Main Local, Regional, National and Global Championships
- 1.5. Sponsorship Management in eSports
 - 1.5.1. Sponsorship Management in eSports
 - 1.5.2. Types of Sponsorships in eSports
 - 1.5.3. Sponsorship Agreement in eSports
- 1.6. Advertising Management in eSports
 - 1.6.1. Advergaming: New Advertising Format
 - 1.6.2. Branded Content in eSports
 - 1.6.3. eSports as a Communicative Strategy
- 1.7. eSports Management Marketing
 - 1.7.1. Owned Media Management
 - 1.7.2. Paid Media Management
 - 1.7.3. Special Focus in Social Media
- 1.8. Influencer Marketing
 - 1.8.1. Marketing Influencer
 - 1.8.2. Audience Management and Its Impact on eSports
 - 1.8.3. Business Models in Influencer Marketing

- 1.9. Merchant
 - 1.9.1. Sale of Services and Associated Products
 - 1.9.2. Merchandising
 - 1.9.3. e-Commerce and Marketplaces
- 1.10. eSports Metrics and KPIs
 - 1.10.1. Metrics
 - 1.10.2. Progress and Success KPIs
 - 1.10.3. Strategic Map for Objectives and Indicators

Module 2. Digital Marketing and Digital Transformation of Video Games

- 2.1. Digital Marketing Strategy
 - 2.1.1. Customer Centric
 - 2.1.2. Customer Journey and Marketing Funnel
 - 2.1.3. Design and Creation of a Digital Marketing Plan
- 2.2. Digital Assets
 - 2.2.1. Architecture and Web Design
 - 2.2.2. User-CX Experience
 - 2.2.3. Mobile Marketing
- 2.3. Digital Media
 - 2.3.1. Strategy and Planning Media
 - 2.3.2. Display and Advertising Graphics
 - 2.3.3. Digital TV
- 2.4. Search
 - 2.4.1. Development and Application of a Search Strategy
 - 2.4.2. SEO
 - 2.4.3. SEM
- 2.5. Social Media
 - 2.5.1. Design, Planning and Analytics in a Social Media Strategy
 - 2.5.2. Marketing Techniques on Horizontal Social Media
 - 2.5.3. Marketing Techniques on Vertical Social Media
- 2.6. Inbound Marketing
 - 2.6.1. Inbound Marketing Funnel
 - 2.6.2. Content Marketing Generation
 - 2.6.3. Leads Acquisition and Management

- 2.7. Account Based Marketing
 - 2.7.1. B2B Marketing Strategy
 - 2.7.2. Decision Makers and Contact Maps
 - 2.7.3. Account-Based Marketing Plan
- 2.8. Email Marketing and Landing Pages
 - 2.8.1. Characteristics of Email Marketing
 - 2.8.2. Creativity and Landing Pages
 - 2.8.3. Email Marketing Campaigns and Actions
- 2.9. Automization of Marketing
 - 2.9.1. Marketing Automation
 - 2.9.2. Big Data and AI Applied to Marketing
 - 2.9.3. Main Solutions of Marketing Automation
- 2.10. Metrics, KPIs and ROI
 - 2.10.1. Principle Metrics and KPIs in Digital Marketing
 - 2.10.2. Solutions and Measuring Tools
 - 2.10.3. ROI Calculation and Tracking
- 3.5. Competitive Position Analysis
 - 3.5.1. Create and Monetize a Strategic Value
 - 3.5.2. Niche Search vs. Market Segmentation
 - 3.5.3. Sustainability of Competitive Positioning
- 3.6. Economic Environment Analysis
 - 3.6.1. Globalization and Internationalization
 - 3.6.2. Investment and Savings
 - 3.6.3. Production, Productivity and Employment Indicators
- 3.7. Strategic Management
 - 3.7.1. A Framework for Strategy Analysis
 - 3.7.2. Analysis of the Sectoral Environment, Resources and Capabilities
 - 3.7.3. Putting the Strategy into Practice
- 3.8. Strategy Formulation
 - 3.8.1. Corporate Strategies
 - 3.8.2. Generic Strategies
 - 3.8.3. Client Strategies
- 3.9. Strategy Implementation
 - 3.9.1. Strategic Planning
 - 3.9.2. Communication and Organizational Participation Scheme
 - 3.9.3. Change Management
- 3.10. The New Strategic Businesses
 - 3.10.1. Blue Oceans
 - 3.10.2. Exhaustion of the Incremental Improvement in the Value Curve
 - 3.10.3. Zero Marginal Cost Businesses

Module 3. Strategy in Digital and Video Games Businesses

- 3.1. Digital and Video Games Businesses
 - 3.1.1. Components of Strategy
 - 3.1.2. Digital Ecosystem and Video Games
 - 3.1.3. Strategic Positioning
- 3.2. The Strategic Process
 - 3.2.1. Strategic Analysis
 - 3.2.2. Selection of Alternative Strategies
 - 3.2.3. Strategy Implementation
- 3.3. Strategic Analysis
 - 3.3.1. Internal
 - 3.3.2. External
 - 3.3.3. SWOT and CAME Matrix
- 3.4. Sectorial Analysis of Videogames
 - 3.4.1. Porter's 5 Forces Model
 - 3.4.2. SWOT Analysis
 - 3.4.3. Sectorial Segmentation



In this syllabus, you will find the keys to eSports management and marketing that will make the video game company in which you develop your professional future grow”

05

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.



The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career*”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question that you are presented with in the case method, an action-oriented learning method. Over the course of 4 years, you will be presented with multiple practical case studies. You will have to combine all your knowledge, and research, argue, and defend your ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



06 Certificate

This Postgraduate Diploma in eSports Marketing and Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



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Successfully complete this program and receive your Postgraduate Certificate without having to travel or fill out laborious paperwork”

This **Postgraduate Diploma in eSports Marketing and Management** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in eSports Marketing and Management**

Official N° of Hours: **450 h.**

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*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present
development language
virtual classroom

tech technological
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