

## COURSE SYLLABUS

### **Esports Management and Marketing, 7.5 credits**

*Esports Management and Marketing, 7,5 högskolepoäng*

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Course Code: JEMK14	Education Cycle: First-cycle level
Confirmed: Jan 27, 2025	Disciplinary domain: Social sciences
Revised: Apr 16, 2026	Subject group: Business Administration
Valid From: Aug 31, 2026	Specialised in: G1F First cycle, has less than 60 credits in first-cycle course/s as entry requirements
	Main field of study: Business Administration

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### **Intended Learning Outcomes (ILO)**

On completion of the course you will be able to:

#### **Knowledge and Understanding**

1. Understand the context and culture of esports as a hybrid of online and offline engagement.
2. Develop their knowledge of business & media practices within an innovative environment rooted in digitally such as content creation, co-created experiences and event management.

#### **Skills and Abilities**

3. Discuss and analyze the business & communication practices within esports.
4. Integrate digital practices from esports into other relevant contexts.

#### **Judgement and Approach**

5. Evaluate management and marketing within esports.
6. Analyze and reflect on digital media content and practice at the intersections of culture, media, sports and entertainment.

### **Content**

This course is about competitive video gaming (esports) and the wider media sphere it operates in. Gaming is the world's largest entertainment industry and esports is a big part of its continued growth with an audience exceeding 600 million. Jönköping as the former 'City of DreamHack' represents one of the most iconic places in esports and gaming worldwide, with Glitched LAN now taking place every summer. Esports represents a blend of culture, sport, gaming and entertainment that is rooted in digitality yet with a growing influence in the physical world. It influences the modern society and business sphere, as it innovates via passionate communities and forward-thinking companies. These digital innovations are increasingly adopted and leveraged by stakeholders within education, sports, culture and entertainment resulting in impact on the wider society. Within this course you will develop an overview of the esports industry and the management and marketing practices within. The course will be held on campus but with online session where you can engage and learn with professionals from the industry. This course will benefit those considering a career within the areas of esports and gaming but also adds value for those who wish to enhance their knowledge of modern digital practices. You will deepen your understanding of digital practices, communities and innovations that have relevance across a broad range of career paths.

#### **Connection to Research and Practice**

Jönköping was the City of DreamHack, the world's biggest digital festival with an emphasis on gaming and esports. Glitched has replaced DreamHack as a summer event and students have collaborated with Glitched in the first edition of the course The Esports Research Network (ERN) is the world's largest research network on the context with over 650 members and an annual conference. The Network was founded and is led by a

current JIBS academic who also does research in the area including published works on the esports actors in the city. There are a host of research projects in games and esports currently underway, under review or have been published. These include topics such as; entrepreneurship, sustainability, legitimacy & organization, marketing, management, regional studies, festivals & events, game development, play experiences and society. The academic is also an associate editor at the Journal of Electronic Gaming and Esports and on the editorial board for the International Journal of Esports Research. The academic has also hosted a podcast, the Esports Research Report which talked to researchers and practitioners on a variety of subjects relevant to the course.

## Type of Instruction

The course will take place in a combination of on campus teaching and workshops plus online sessions to allow you to engage with international professionals and academics who operate within esports. For examination you will engage in projects that link theory to practice and allow you to develop real world skills applicable outside the context of esports. The course will also potentially operate in some parts as a flipped classroom with students delivering content as assessment.

Language of instruction is English.

## Entry Requirements

General entry requirements and passed courses of 30 credits in Business Administration and/or Economics including 15 credits in Business Administration (or the equivalent). Proof of English proficiency is required

## Examination and Grades

The course is graded A, B, C, D, E, FX or F.

Individual Project (ILOs: 1, 2, 3, 6) representing 4,5 credits.

Group assignment (ILOs: 4, 5, 6), representing 3 credits.

All parts of the compulsory examination in the course must receive a passing grade before a final grade can be set. Grades are set in accordance with JIBS grading policy.

Registration of examination:

Name of the Test	Value	Grading
Individual Project	4.5 credits	A/B/C/D/E/FX/F
Group assignment	3 credits	A/B/C/D/E/FX/F

## Course Evaluation

The course evaluation is important for the continuous improvement of JIBS' courses and degree programmes. The examiner is responsible for ensuring that each course is evaluated, but as a student you are essential in this process. We rely on your input to understand how we can improve. At the outset of a course the student representatives are identified. In the middle of the course there should be an opportunity for the student representatives (or a larger group of students) to share reflections on how the course is progressing. At the end of the course, you will get a course evaluation survey to fill in. The examiner will then host a debrief meeting with the student representatives to discuss improvement opportunities, based on the course evaluation data and comments.

## Other Information

As a JIBS student, you are expected to maintain strong academic integrity. You must act within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you use someone else's work without proper citation or transparency about where it came from, you are committing plagiarism. Cutting and pasting without clearly acknowledging the original source is a textbook example of plagiarism.

You must also act responsibly when using Generative AI tools. Acting responsibly includes staying informed about the school's AI-policy, understanding what rules apply in each course, and properly declaring or disclaiming any use of generative AI. You are accountable for all content you submit, including AI-assisted material. Using AI without disclosure or beyond what is allowed in a course is a violation of academic integrity and will be subject to the same academic consequences as other forms of misconduct, which may include failing the assignment, failing the course, or further disciplinary action according to school policy.

The Jönköping University library offers online and in-person support for assisting you in identifying relevant sources, using and referencing literature, and creating texts that meet academic standards and integrity.

Other forms of academic misconduct include (but are not limited to) adding your name to a project you did not contribute to (or allowing someone to add their name), cheating during an examination, helping other students to cheat or submitting other students' work as your own, and using non-allowed electronic equipment during an examination. All such actions may result in disciplinary measures.

## Course Literature

Please note that the course literature may be revised up to eight weeks before the start of the course.

A list of relevant academic articles, books and book chapters will be supplied at the course introduction and students will not have to purchase any materials.