

COURSE SYLLABUS

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

Course Code:	JEMK14	Education Cycle:	First-cycle level
Confirmed:	Jan 27, 2025	Disciplinary domain:	Social sciences
Revised:	Jun 13, 2025	Subject group:	Business Administration
Valid From:	Sep 01, 2025	Specialised in:	G1F First cycle, has less than 60 credits in first-cycle course/s as entry requirements
		Main field of study:	Business Administration

Intended Learning Outcomes (ILO)

On completion of the course the student 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 'City of DreamHack' represents one of the most iconic places in esports and gaming worldwide, with the world's largest digital festival, DreamHack, happening twice a year here. 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 students 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 students 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. Students will deepen their 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 600 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 work on the esports actors in the city. There are a host of projects in games and esports currently underway, under review or have been published. These include topics such as; entrepreneurship, sustainability, legitimacy & organization studies, 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. The academic currently has ongoing working relationships a large number of stakeholders in the context. These include large multinational companies (RIOT games & ESL Faceit Group (EFG)), international nonprofit organizations (Queer Esports & International Federation of Esports Coaches), Swedish nonprofits (Swedish Esports Federation, Female Legends, EsportUnited) and international teams and franchises including Sweden's largest brand (Ninjas in Pajamas). Further relationships include the game development industry itself such as the Arctic Game Lab and International Game Developers Association of Sweden. In November 2022, the academic chaired a large international conference on 'Sustainable Esports in the Digital Society' on behalf of ERN working closely with EFG, DreamHack, Destination Jönköping and Jönköping kommun. The academic also works with Jönköping University Student Team in Esports (JUSTICE) and has secured a space in science park with nonprofit Phoenix Blue, the Jönköping Esports Centre.

Type of instruction

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

Language of instruction is in 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

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, the programme evaluators in the course must be contacted. In the middle of the course, the examiner should meet the programme evaluators to identify strengths/weaknesses in the first half of the course. At

the end of the course, the examiner should remind students to fill in the survey. The examiner should also call a meeting with the programme evaluators to debrief the course, based on course evaluation data and comments. The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluations. At the end of each study period, JIBS' Director of Quality and Accreditation crafts a "Course Evaluation Quarter Report", presenting the quantitative results from course evaluation surveys. The Associate Dean of Education, The Associate Deans of Faculty, Programme Directors, and JSA President and Quality receive the report.

Other information

Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave 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 copy someone else's work, you are plagiarising. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarising called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

Course literature

Please note that changes may be made to the reading list up until 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.