

ESM 301: Convention, Event, and Trade Show Planning

e-Sports and Gaming companies rely heavily on conventions for marketing. Shows like TGS, PAX and E3 attract audiences from 60,000-300,000 and are tremendous opportunities for companies to generate excitement and drive sales. This course will teach you how to turn a gaming convention into a big win. By the end of this course, you'll understand how to handle planning, marketing, and logistics for a corporate presence at a major convention. This online course has optional live sessions. (*Prerequisites:* ESM 102 -Introduction to Games, Sophomore class standing.)

Credits: Credits 3

Prerequisites:

Prerequisite Courses

ESM 102

Semester Offered:

Semester Offered

Offered at department discretion