



NEW!

ESPORTS MANAGEMENT CERTIFICATE



NMC



Direct transfer pathway



Experiential learning opportunities
within the varsity Esports program.



YOUR PATHWAY

to a successful career

NMC’s NEW Esports Management Certificate provides you with the necessary knowledge and skills to excel in the thriving world of competitive gaming.



Esports Fundamentals: Dive into the core of Esports, understanding the games, teams and players that drive this multi-billion dollar industry.

Business & Marketing: Master the art of marketing, sponsorship and event management.

Hands-On Experience: Get involved with real Esports events and projects.

CERTIFICATE OF ACHIEVEMENT (LEVEL I) REQUIREMENTS:		
COURSE	TITLE	CREDITS
COM 111	Public Speaking	4
ESP 100	Introduction to Esports	3
ESP 201	Event Live Streaming	2
ESP 202	Event Management and Security	2
MGT 241	Principles of Management	3
VCA 127	Digital Imaging	3
CREDITS		17

Esports career opportunities:

> Team manager

> Event coordinator

> Marketing specialist

> Sponsorship manager

> Business development manager

> Talent agent or manager

> Content producer

> Merchandise manager

> Community manager

> Analytics specialist

> Legal counsel

> Broadcast manager

LEVEL UP: +

NMC’s Esports Management certificate transfers seamlessly to a bachelor’s degree at Ferris State University or an associate degree in business at NMC.



Network and build professional contacts through experiential learning

NMC awards \$1.5 million in scholarship funds annually.

Connect with us

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EXCEPTIONAL FACULTY
Learn from experts with real-world Esports experience.



CAREER-FOCUSED CREDENTIAL
Equip yourself with skills in demand by top Esports organizations.



FLEXIBLE COURSE FORMAT
Online & hybrid