



**NEW!**

# **ESPORTS MANAGEMENT CERTIFICATE**



**Northwestern  
Michigan College**



**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
ESP 100	Introduction to Esports	3
ESP 202	Esports Event Management	1
ESP 201	Esports Casting and Streaming	1
ESP 203	Esports Security	1
ESP 204	Esports Coaching	1
COM 111	Public Speaking	4
MGT 241	Principles of Management	3
VCA 127	Digital Imaging	3
<b>CREDITS</b>		<b>17</b>

## 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



### 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

## 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



Northwestern Michigan College

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