

ITTI MASTER in ESPORTS & GAMING 2024

MODULE 1

ESPORTS COMPETITION				
	Class 1	Class 2	Professor	
	Week 1	Industry Overview	Teams	
	Week 2	Publishers	Operators	
	Week 3	Event Management	Broadcasting	
	Week 4	Partnerships & Monetization	Legal Framework	
	Week 5	Job Outcomes	EOM Project (start)	
	GUEST LECTURERS			Professor
	Week 6	Sports & Esports		
	Week 7	Esports Journalism		
	End Of Module (EOM) Project Week			
	Week 8	Mentoring Last Session	Project Presentation	

MODULE 2

GAMING ECOSYSTEM					
		Class 1	Class 2	Professor	
	Week 9	Industry Overview 1	Industry Overview 2		
	Week 10	Devs	Publishers		
	Week 11	Games Marketing	Content & Creators		
	Week 12	Mobile Gaming	EOC Project (start)		
	GUEST LECTURERS				Professor
	Week 13	Creator Economy			
	Week 14	Games Marketing: Success stories			
	End Of Module (EOM) Project Week				
	Week 15	Mentoring Last Session	Project Presentation		

MODULE 3

ESPORTS SALES & BUSINESS					
		Class 1	Class 2	Professor	
	Week 16	Industry Overview	Marketing		
	Week 17	Partnerships	Data & Analytics		
	Week 18	Business Development	Monetization		
	Week 19	Project Pitch	EOC Project (start)		
	GUEST LECTURERS				Professor
	Week 20	Esports Sponsorships: Success stories			
	Week 21	Fan Engagement			
	End Of Module (EOM) Project Week				
	Week 22	Mentoring Last Session	Project Presentation		