Postgraduate Diploma

eSports Marketing and Management

PEMM

tech technological university

Postgraduate Diploma
eSports Marketing and Management

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Target Group: **College graduates and university graduates in the area of business** who want to broaden their professional curriculum and acquire the necessary skills that will allow them to carry out business management in the marketing area focused on eSports companies.

Website: **www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-esports-marketing-management**

Index

01
Welcome

The importance that esports has gained in recent years has been very significant. Nowadays, there are even worldwide games such as: FIFA, League of Legends, Fortnite or Call of Duty with a huge audience and international sponsors. Based on this, a new business opportunity has opened up that many companies in the video game industry want to take advantage of. The purpose of this degree is to provide students with the necessary concepts that will enable them to manage affective marketing campaigns based on customer demand, guaranteeing the prosperity of the organizations of which they are a part. An opportunity to grow professionally through an online program that can be accessed 24 hours a day and from any device with an internet connection.

Postgraduate Diploma in eSports Marketing and Management
TECH Technological University

Successful personalities in the field of eSports such as Ibai Llanos are constantly looking for professional profiles such as the one offered by this degree"

02
Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Technological University

Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.

The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% of TECH students successfully complete their studies

Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+ executives trained each year

200+ different nationalities

Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+ collaborative agreements with leading companies

Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.

Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:

Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.

> *At TECH you will have access to Harvard Business School case studies"*

Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.

Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07

Improve *soft* skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to train with a team of world renowned teachers.

04

Objectives

The objective of this Postgraduate Diploma in eSports Management and Marketing is that the student obtains the necessary competencies and skills that allow them to develop strategies and techniques with guaranteed success and promising results for the company. In addition, TECH seeks to guarantee a complete and quality academic experience that helps the graduate to prosper in their career and facilitates the path to reach their professional goals in the shortest possible time.

> *Achieve your most ambitious professional and work goals with the largest technological university in the world"*

TECH makes the goals of their students their own goals too.
Working together to achieve them.

The **Postgraduate Diploma in eSports Marketing and Management** trains the student to:

01 Know the context and the components of business strategy with a focus on the video game industry

02 Develop business strategies oriented towards digital and video game businesses

03 Identify the main players in the industry

04 Know in depth, learn and study the whole eSports sub-ecosystem, both its main players and business models in order to be able to develop this market
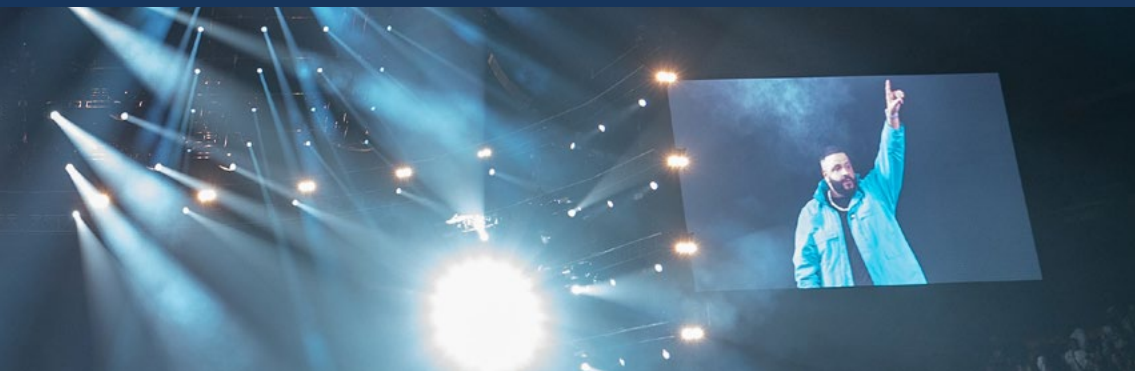
05 Identify and know how to develop all the disciplines and techniques of Gaming Marketing that enable companies to boost their business models in the video game industry

06 Know the context and the components of business strategy with a focus on the video game industry

08 Gain in-depth knowledge of influencers in marketing strategies

09 Know the positioning and strategic analysis of gaming businesses

07 Gain in-depth knowledge of the impact on project management and in team leadership

10 Develop a critical sectoral analysis of the industry's economic and competitive environment

05

Structure and Content

The design of the structure and the development of the content that the student will find in this Postgraduate Diploma has been completed by the teaching team. That is why this degree includes the most important and innovative fundamentals in marketing, focused on digital and video game companies. It has been developed following the *Re-learning* teaching methodology in, which TECH is a pioneer, and is based on the most demanding and innovative academic standards.

In this degree you will find the programming that will provide you with the keys to undertake successful marketing strategies in the eSports industry"

Syllabus

The syllabus of this Postgraduate Diploma in eSports Marketing and Management includes the most complete and cutting-edge academic program in the sector. It is an intensive degree designed and based on the recommendations of the teaching team and following their professional guidelines, which give the content a critical nature and is based on the real experience of experts in the industry.

A Postgraduate Diploma of 6 months over a total of 450 hours in which the student will have the possibility to deepen their knowledge in each section to the extent that they wish, thanks to the complementary material that they will find in the Virtual Classroom. In addition, the program will be divided into three modules, so that the graduate can learn in detail the aspects that they will later have to apply in their working life.

A unique opportunity to study an online degree at the height of the current labor demand, which will allow students to invest time in studying and expanding their knowledge without neglecting their professional life. In short: a safe investment that will help you make the leap to become an expert in eSports Marketing.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

Module 1	eSports Management
Module 2	Digital Marketing and Digital Transformation of Video Games
Module 3	Strategy in Digital and Video Games Businesses

Where, When and How is it Taught?

TECH offers you the possibility to study this Postgraduate Diploma completely online. Throughout the 6 months of training, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

It relates advertising and public relations in a coherent manner with other social and human sciences.

Module 1. eSports Management

1.1. eSports Industry
1.1.1. eSports
1.1.2. eSports Industry Actors
1.1.3. The eSports Business Model and Marketplace
1.2. eSports Clubs Management

1.2.1. Importance of eSports Clubs
1.2.2. Creation of Clubs
1.2.3. eSports Club Management and Administration
1.3. eGamers Relationship
1.3.1. The Role of the Player

1.3.2. Player's Skills and Competencies
1.3.3. Players as Embassadors of the Brand

1.4. Competitions and Events
1.4.1. Delivery in eSports: Competitions and Events

1.4.2. Event and Championship Management
1.4.3. Main Local, Regional, National and Global Championships
1.5. Sponsorship Management in eSports
1.5.1. Sponsorship Management in eSports

1.5.2. Types of Sponsorship in eSports
1.5.3. Sponsorship Agreement in eSports
1.6. Advertising Management in eSports
1.6.1. Advergaming: New Advertising Format
1.6.2. Branded Content in eSports

1.6.3. eSports as a Communicative Strategy
1.7. Marketing in eSports Management
1.7.1. Owned Media Management
1.7.2. Paid Media Management
1.7.3. Special Focus in Social Media

1.8. Influencer Marketing
1.8.1. Marketing Influencer
1.8.2. Audience Management and Its Impact on eSports

1.8.3. Business Models in Influencer Marketing
1.9. Merchant
1.9.1. Sale of Services and Associated Products
1.9.2. Merchandising
1.9.3. E-Commerce and Market Places

1.10. Metrics and KPI of eSports
1.10.1. Metrics
1.10.2. KPI of Progress and Success
1.10.3. Strategic Map of Objectives and Indicators

Module 2. Digital Marketing and Digital Transformation of Video Games

2.1. Digital Marketing Strategy
2.1.1. Customer Centric
2.1.2. Customer Journey and Marketing Funnel
2.1.3. Design and Creation of a Digital Marketing Plan
2.2. Digital Assets

2.2.1. Architecture and Web Design
2.2.2. User Experience- CX
2.2.3. Mobile Marketing
2.3. Digital Media

2.3.1. Strategy and Planning Media
2.3.2. Display and Advertising Graphics
2.3.3. Digital TV
2.4. Search

2.4.1. Development and Application of a Search Strategy
2.4.2. SEO
2.4.3. SEM
2.5. Social Media

2.5.1. Design, Planning and Analytics in a Social Media Strategy
2.5.2. Marketing Techniques on Horizontal Social Media
2.5.3. Marketing Techniques on Vertical Social Media
2.6. Inbound Marketing

2.6.1. Inbound Marketeing Funnel
2.6.2. Content Marketing Generation
2.6.3. Leads Acquisition and Management
2.7. Account Based Marketing

2.7.1. B2B Marketing Strategy
2.7.2. Decision Maker and Contact Map
2.7.3. Account Based Marketing Plan
2.8. Email Marketing and Landing Pages

2.8.1. Characteristics of Email Marketing
2.8.2. Creativity and Landing Pages
2.8.3. Email Marketing Campaigns and Actions
2.9. Automization of Marketing

2.9.1. Marketing Automation
2.9.2. Big Data y AI Applied to Marketing
2.9.3. Main Solutions of Marketing Automation
2.10. Metrics, KPIs and ROI

2.10.1. Principle Metrics and KPI of Digital Marketing
2.10.2. Solutions and Measuring Tools
2.10.3. ROI Calculation and Tracking

Module 3. Strategy in Digital and Video Games Businesses

3.1. Digital and Video Games Businesses
3.1.1. Components of Strategy
3.1.2. Digital Ecosystem and Video Games
3.1.3. Strategic Positioning

3.2. The Strategic Process
3.2.1. Strategic Analysis
3.2.2. Selection of Alternative Strategies
3.2.3. Strategy Implementation

3.3. Strategic Analysis
3.3.1. Internal
3.3.2. External
3.3.3. SWOT and CAME Matrix

3.4. Sectorial Analysis of Videogames
3.4.1. Porter's 5 Forces Model
3.4.2. PESTEL Analysis
3.4.3. Sectorial Segmentation

3.5. Competitive Position Analysis
3.5.1. Create and Monetize a Strategic Value
3.5.2. Niche Search vs. Market Segmentation
3.5.3. Sustainability of Competitive Positioning

3.6. Economic Environment Analysis
3.6.1. Globalization and Internationalization
3.6.2. Investment and Savings
3.6.3. Production, Productivity and Employment Indicators

3.7. Strategic Management
3.7.1. A Framework for Strategy Analysis
3.7.2. Analysis of the Sectoral Environment, Resources and Capabilities
3.7.3. Putting the Strategy into Practice

3.8. Strategy Formulation
3.8.1. Corporate Strategies
3.8.2. Generic Strategies
3.8.3. Client Strategies

3.9. Strategy Implementation
3.9.1. Strategic Planning
3.9.2. Communication and Organizational Participation Scheme
3.9.3. Change Management

3.10. New Business Strategies
3.10.1. Blue Oceans
3.10.2. Exhaustion of the Incremental Improvement in the Value Curve
3.10.3. Zero Marginal Cost Businesses

A very complete program with which you will deepen in the most effective strategies and techniques and with which you will know the profile of the agents involved in the Esports companies"

Methodology

This training program offers a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

At TECH Business School we use the Harvard case method

Our program offers a revolutionary method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

At TECH, you will experience a way of learning that is shaking the foundations of traditional universities around the world"
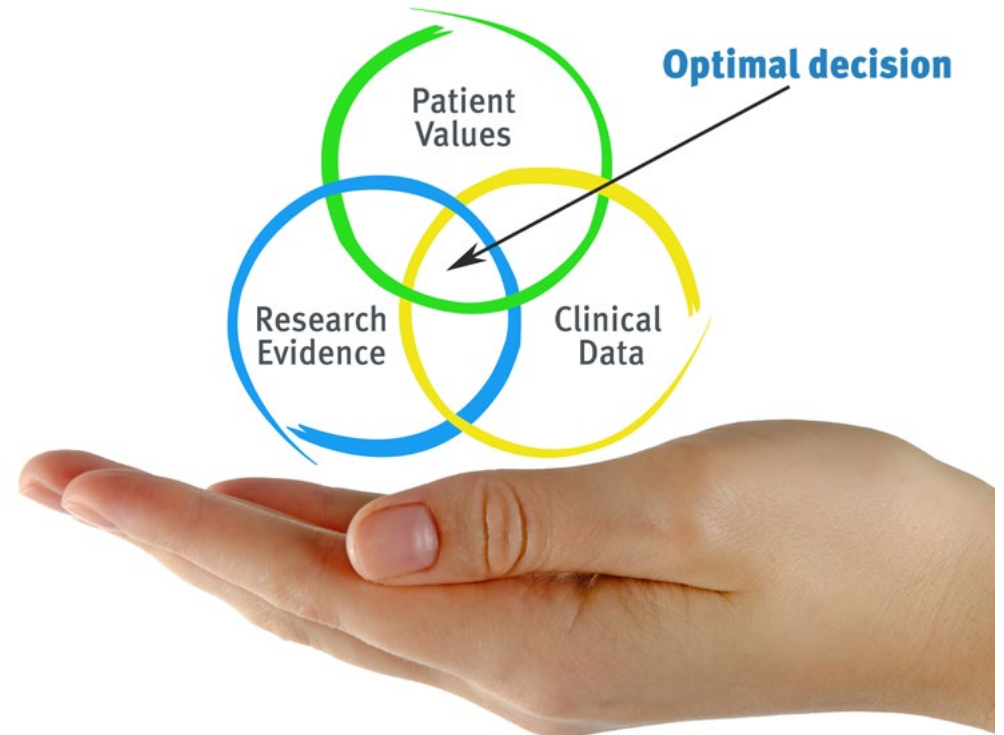
We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.

Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

A learning method that is different and innovative

This intensive program from TECH Technological University School of Business prepares students to face all the challenges in this area, both nationally and internationally. We are committed to promoting personal and professional growth, the best way to strive for success, that is why TECH uses Harvard case studies, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments"

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Relearning Methodology

Our university is the first in the world to combine Harvard University case studies with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance Harvard case studies with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

3%

30%

15%

4%

Case Studies

They will complete a selection of the best business cases used at Harvard Business School. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive multimedia content presentation training Exclusive system was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises: so that they can see how they are achieving your goals.

Our Students' Profiles

When TECH and its teaching team designed this Postgraduate Diploma in eSports Management and Marketing, they did so thinking of a professional profile in the business environment in which there was desire to improve their qualities by expanding their academic curriculum. That is why this Postgraduate Diploma is aimed at students who want to focus their careers on the video game sector and have found an opportunity in the marketing area to develop their professional and vocational qualities.
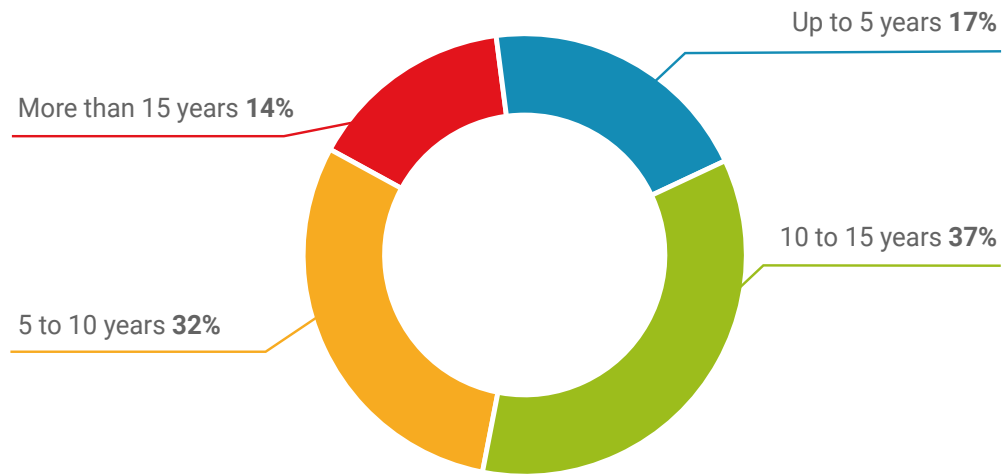
If in your future you see yourself managing the marketing department of a large eSports company like TSMO or Team Liquid, it's probably because you took this course"

Average Age

Between **35** and **45** years old

Years of Experience

Up to 5 years **17%**

More than 15 years **14%**

10 to 15 years **37%**

5 to 10 years **32%**

Training

Business Economics **43%**

Engineering **6%**

Social Sciences **37%**

Other **14%**

Academic Profile

Industry **27%**

Services **8%**

Entrepreneurs **53%**

Other **12%**
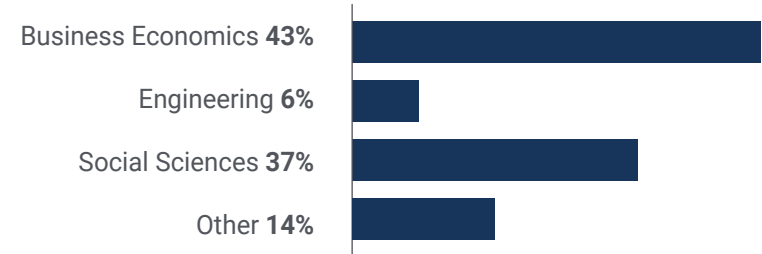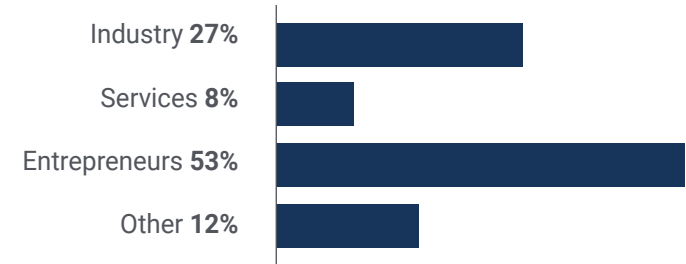
Geographical Distribution

USA **11%**

Spain **48%**

Mexico **25%**

Colombia **16%**
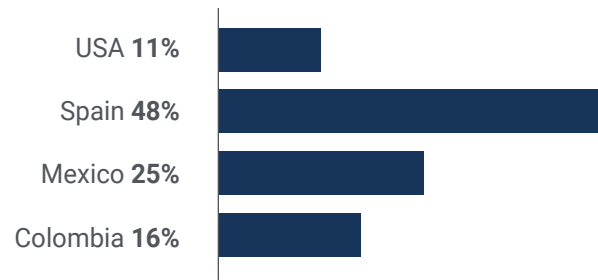
Francisco González

Marketing Director

"I had been in the same job position for years. I decided to pursue this qualification and as soon as I finished, I applied for a small e-Games company. Now I manage the marketing department and thanks to my team and the knowledge learned in this Postgraduate Diploma, we have managed to grow the company in a very short time"

Course Management

In regards to the teaching staff of this Postgraduate Diploma, TECH has chosen among a team that meets the professional criteria demanded by the program. For this reason, students will be taught by experts in the field of business management, who also combine their academic and professional activities. Because of this, the vision they will bring to the program will be critical, realistic and current, qualities that the graduate will be able to take advantage of in their own professional work.

"

You will have the support of a highly qualified teaching team with experience in the business sector to guide you and solve any questions you may have about the syllabus"

Management
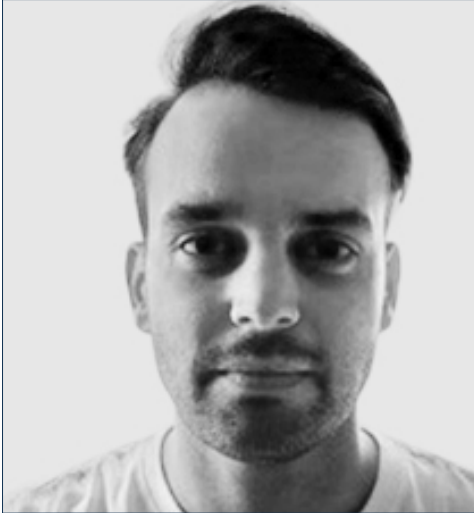
Moreno Campos, Daniel

- Chief Operations Officer in Marshals
- Tutor in Edix (UNIR)
- Product Owner Certification−Associate Professor in ESIC Business & Marketing School
- Professor in Boluda.com
- Project Manager Officer in Sum− The Sales Intelligence Company
- Content Manager en GroupM (WPP)

Impact on Your Career

This Postgraduate Diploma will add quality and professionalism to the graduate's career, qualities that are highly valued in the business sector. In addition, you will see your skills develop gradually and naturally, discovering how far you are capable of going with the support of a good program and a great university.

tech

Achieve the success you have always dreamed of and become, in just 6 months, a expert in eSports Management and Marketing, with the help of TECH and its team"

Are you ready to take the leap?
Excellent professional development awaits you

The Postgraduate Diploma in eSports Marketing and Management at TECH Technological University is an intensive program that prepares you to face challenges and business decisions in the field of marketing in the video game industry. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

At the end of this degree you will be able to apply for prestigious jobs in the marketing area of large companies dedicated to eSports.

TECH will provide you with all the keys so that your professional and personal growth is in line with what you expected and needed.

When the change occurs

During the program	During the first year	After 2 years
12%	**57%**	**31%**

Type of change

Internal Promotion **23%**

Change of Company **42%**

Entrepreneurship **35%**
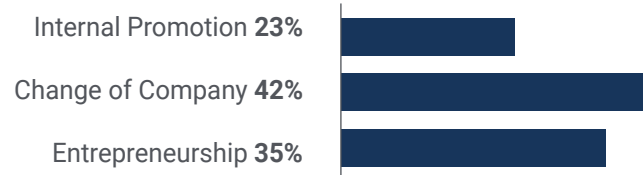
Salary increase

This program represents a salary increase of more than **25%** for our students.

Salary before	A salary increase of	Salary after
$48,000	**23.5%**	**$59,300**

Benefits for Your Company

The satisfaction of the students after completing this type of degree and their subsequent professional success, allows TECH to guarantee that the company that has these specialists on its staff, is able to improve exponentially. These are highly qualified people, able to work under pressure and with intrinsic leadership skills, perfect to lead the company towards excellence.

The opportunity you were looking for to improve your professional career is in this Postgraduate Diploma. Enroll now and start on your path to business success"

Developing and retaining talent in companies is the best long-term investment.

01

Intellectual Capital and Talent Growth

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.

05

Project Development

The professional can work on a current project or develop new projects in the field of R&D or Business Development within their company.

06

Increased competitiveness

This Postgraduate Diploma will equip students with the skills to take on new challenges and drive the organization forward.

11

Certificate

The Postgraduate Diploma in eSports Marketing and Management guarantees you, in addition to the most rigorous and updated training, access to a Postgraduate Diploma issued by TECH Technological University.

" *Successfully complete this training and receive your university degree without travel or laborious paperwork"*

This **Postgraduate Diploma in eSports Marketing and Management** contains the most complete and updated program on the market.

After the student has passed the evaluations, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** by tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in eSports Marketing and Management**

Official Nº of Hours: **450 h.**

tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE DIPLOMA

in

eSports Marketing and Management

This is a qualification awarded by this University, equivalent to 450 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country. Unique TECH Code: AFWORD23S techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

Postgraduate Diploma

eSports Marketing and Management

» Modality: **online**
» Duration: **6 months**
» Certificate: **TECH Technological University**
» Dedication: **16h/week**
» Schedule: **at your own pace**
» Exams: **online**

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