

A New Journey Begins



LEWIS COLLEGE
OF BUSINESS

Monday Morning Memo **from the desk of Dean Don Capener**

November 6, 2023

E-Sports Business Minor Approved

Marshall University's Lewis College of Business and Brad D. Smith Schools of Business are excited to introduce the Esports Business Minor. The Esports Business Minor acknowledges the growing significance of the esports industry, which according to sources, is expected to reach \$187.7 billion in 2023, driven by a 2.6% year-on-year growth. Esports has evolved from a mere pastime to a thriving billion-dollar sector. Introducing an Esports Business Minor bridges the gap between passionate gamers and formal business education, giving students a unique opportunity to combine their interests with practical knowledge. The Esports Business Minor recognizes the significance of esports as a dynamic and lucrative field and prepares students to excel in a sector that shows no signs of slowing down.

The Esports Business Minor covers essential aspects such as Esports Business Management, Sport Marketing, Digital Marketing, along with field experience. Students are required to complete 12 credits of designated coursework to acquire this minor. Students can contact the Lewis College of Business advising office (bittinger@marshall.edu) to declare this minor.

Article contributed by Jennifer Mak, Professor of Sports Business



For more information contact [Nancy Lankton](#).

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