Bringing Art Education to the eSports Marketing Curriculum: How to Develop Sport Management Students’ Visual Aesthetic Sensitivity

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When compared with traditional sport settings, professionals working in eSports are required to be better equipped with visual aesthetic sensibility (Corradi et al, 2020). Teaching creativity and aesthetic sensibility within the eSports program management curriculum is necessary (Ramocki, 2014). When developing courses and instructing students, contemporary theories and practices for enhancing visual aesthetic sensibility should be taken into consideration, along with unique talents and strength of individual students (Tomkovick & Swanson, 2014). This presentation explains and demonstrates how best to adopt various teaching techniques commonly practiced in art education and use them to enhance student learning of eSports program management.