

NextGen: HN unit specification

Esports: Marketing and Sponsorship (SCQF level 7)

Unit code: J9K3 47

SCQF level: 7 (8 SCQF credit points)

Valid from: August 2026

This unit specification provides detailed information about the unit to ensure consistent and transparent assessment year on year. It is for lecturers and assessors, and contains all the mandatory information you need to deliver and assess the unit.

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Unit purpose

This unit helps learners to develop their knowledge and skills in marketing and sponsorship in the esports industry. They learn about audience analysis, marketing strategies, sponsorship acquisition, and campaign evaluation.

It is suitable for learners studying esports, marketing, business management, or related fields. This unit is primarily intended for learners who want to take up a career in or study esports marketing, business management, sponsorship management, digital marketing, or related fields. It is also appropriate for those who want to develop their skills in audience engagement, brand loyalty, and campaign effectiveness in the esports context.

Entry to the unit is at your centre's discretion. Learners don't need any previous knowledge or experience of marketing, but we recommend that they have:

- a basic understanding of marketing principles, such as those covered in introductory marketing or business courses
- experience in digital marketing or promotional activities
- a basic understanding of the esports industry, either through personal interest, participation, or previous study

Progression opportunities include further study in specialised areas of esports marketing, such as digital marketing, sponsorship management, or event promotion. Learners can also pursue careers in esports organisations, marketing agencies, sponsorship management companies, or start their own esports marketing ventures.

Unit outcomes

Learners who complete this unit can:

1. analyse the characteristics and behaviours of esports audiences
2. develop marketing strategies to engage esports fans and build brand loyalty
3. identify potential sponsors for esports organisations or events
4. create sponsorship proposals tailored to the esports industry
5. evaluate the effectiveness of marketing and sponsorship campaigns

Evidence requirements

Learners must provide evidence of their ability to meet the learning outcomes through knowledge and product evidence. Evidence can be presented in a variety of formats, allowing flexibility and creativity in how learners choose to demonstrate their competencies.

The standard of evidence should be consistent with the SCQF level of this unit.

Knowledge evidence

Learners must:

- analyse the characteristics and behaviours of esports audiences and analyse demographic and psychographic factors
- identify potential sponsors for esports organisations or events and identify industry trends and partnership opportunities

Product evidence

Learners must:

- develop at least one comprehensive marketing strategy to engage esports fans and build brand loyalty, while applying marketing principles
- create at least one tailored sponsorship proposal specific to the esports industry, and apply creativity, professionalism, and alignment with industry standards
- evaluate the effectiveness of executed marketing and sponsorship campaigns
- provide analysis and recommendations for improvement

Authentication is required when learners produce evidence in lightly-controlled conditions.

The 'Approaches to assessment' section provides advice on assessment methods suitable for generating this evidence.

Knowledge and skills

Knowledge	Skills
<p>Learners should understand:</p> <ul style="list-style-type: none"> • demographics and psychographics of esports audiences • audience behaviour patterns and preferences • factors influencing audience engagement and loyalty • cultural differences in esports consumption • marketing principles and strategies specific to esports • techniques for building brand loyalty and fan engagement • digital marketing tools and platforms • trends in esports content creation • sponsorship acquisition strategies • market research to identify potential sponsors • relationship management with sponsors • continuous improvement strategies for campaigns • components of effective sponsorship proposals • sponsorship valuation and pricing models • negotiation and contract management • metrics and analytics for measuring campaign effectiveness • techniques for evaluating marketing and sponsorship outcomes 	<p>Learners can demonstrate:</p> <ul style="list-style-type: none"> • research skills to gather and analyse audience data • their ability to segment esports audiences based on behaviour and preferences • effective communication skills • their ability to create content tailored to esports audiences • creativity in designing marketing campaigns • their ability to use digital marketing tools • strategic thinking to align marketing efforts with organisational goals • networking skills to identify potential sponsors • research skills to gather information on potential sponsors • proposal writing skills to create compelling sponsorship proposals • customisation skills to tailor proposals to specific sponsors • negotiation skills to secure favourable sponsorship deals • analytical skills to interpret campaign data • critical thinking to evaluate campaign success • problem-solving skills to improve future campaigns

Meta-skills

You must give learners opportunities to develop their meta-skills throughout this unit. We have suggested how to incorporate the most relevant ones into the unit content, but you may find other opportunities.

Self-management

This includes focusing, integrity, adapting and initiative. The most relevant are:

- focusing:
 - maintaining attention, managing distractions and completing tasks effectively when using research skills to gather and analyse audience data
 - presenting insights from data analysis in a clear and concise manner
 - using analytical skills to interpret campaign data
 - applying critical thinking when evaluating the outcomes of a campaign logically
- integrity:
 - acting with honesty, in an ethical manner and with responsibility, to build trust when communicating with peers and/or potentially engaging with sponsors
 - reporting and evaluating with accuracy and transparency on the effectiveness of a campaign
- adapting:
 - making amendments for trends and audience preferences
 - demonstrating creativity when designing campaigns
 - using different platforms and technological updates
- initiative:
 - proactively seeking opportunities, and taking the lead when developing new ideas for campaign content
 - showing independent effort when customising sponsorship proposals

Social intelligence

This includes communicating, feeling, collaborating and leading. The most relevant are:

- communicating:
 - presenting audience insights and potentially engaging with sponsors
 - practising adapting messages, using appropriate tone, and delivering ideas clearly
 - writing proposals and engaging stakeholders in both personal and professional contexts
- feeling:
 - developing empathy by understanding audience behaviour and fan engagement
 - interpreting emotional drivers behind preferences and loyalty
 - considering diverse perspectives to create more human-centred marketing strategies
 - responding thoughtfully to team and stakeholders' needs
- collaborating:
 - working together to develop and propose a campaign
 - sharing tasks, respecting different views and working towards shared goals
- leading:
 - initiating campaigns, potentially driving sponsor engagement and guiding proposal development
 - practising decision-making, delegating and motivating others

Innovation

This includes curiosity, creativity, sense-making and critical thinking. The most relevant are:

- curiosity:
 - conducting audience and sponsor research
 - asking questions to explore data and uncover patterns in behaviour, preferences and market trends
 - investigating emerging platforms, new engagement techniques and diverse fan bases
- creativity
 - designing esports marketing campaigns and creating engaging content
 - tailoring messages, trying new formats and leveraging digital tools in original ways
- sense-making:
 - analysing audience data and evaluating campaign performance
 - analysing complex information, like demographics, psychographics, behaviour and metrics, to make strategic decisions
- critical thinking:
 - assessing the success of campaigns and identifying improvement strategies
 - evaluating campaign results objectively, weighing the evidence and considering alternatives

Learning for Sustainability

Throughout this unit, you should encourage learners to develop their skills, knowledge and understanding of sustainability.

This includes:

- a general understanding of social, economic and environmental sustainability
- a general understanding of the United Nations Sustainable Development Goals (SDGs)
- a deeper understanding of subject-specific sustainability
- the confidence to apply the skills, knowledge, understanding and values they develop in the next stage of their life

Learners engage with real-world issues like audience inclusivity, ethical sponsorship and sustainable digital practices throughout the unit. In analysing fan behaviour and marketing strategies, they can consider **social factors** like diversity, **economic factors** like digital monetisation, and **environmental aspects** like platform sustainability and energy use. They can demonstrate their understanding through reflective evaluations of campaigns and decision-making that considers broader impacts.

Learners demonstrate awareness of SDGs through projects aligned with goals such as gender equality (Goal 5), decent work and economic growth (Goal 8), and responsible consumption and production (Goal 12). Learners reflect on ethical sponsorship or include audience strategies.

Learners explore sustainable fan engagement, ethical marketing and long-term sponsorship relationships. By evaluating trends, monetisation models and digital tools, learners understand sustainability of content ecosystems. They learn to avoid exploitative practices, recognising the value of respectful, long-term audience and sponsor relationships.

Through research, campaign planning and proposal development, learners will act ethically, strategically and sustainably in future careers or education. Reflection on outcomes and project evaluation will help learners to develop self-awareness and

value-driven thinking. Learners will leave with the ability to make informed, responsible decisions that contribute to a more sustainable digital and professional world.

Delivery of unit

This is an optional unit in HNC Esports. You can deliver the unit as a stand-alone unit or partially integrate it with elements of Esports: Business Management.

The notional time for delivery and assessment is 40 hours. The amount of time you allocate to each outcome is at your discretion. We suggest the following distribution of time, including assessments:

Outcome 1 — Analyse the characteristics and behaviours of esports audiences
(7 hours)

Outcome 2 — Develop marketing strategies to engage esports fans and build brand loyalty (10 hours)

Outcome 3 — Identify potential sponsors for esports organisations or events (7 hours)

Outcome 4 — Create sponsorship proposals tailored to the esports industry (8 hours)

Outcome 5 — Evaluate the effectiveness of marketing and sponsorship campaigns (8 hours)

Additional guidance

The guidance in this section is not mandatory.

Content and context for this unit

The content spans from foundational marketing principles to campaign evaluation, all contextualised in the fast-evolving esports industry.

The unit introduces learners to the dynamic world of esports marketing and sponsorship, focusing on understanding audiences, creating impactful campaigns and securing sustainable commercial relationships.

Learners begin by exploring the demographics, psychographics and behaviour patterns of esports audiences. They build skills in research and segmentation to better understand and connect with diverse fanbases. Then they apply this insight to develop targeted marketing strategies, incorporating creativity, digital tools and content design to engage audiences and foster brand loyalty across platforms and social media.

The unit also covers the business side of esports, where learners research and identify potential sponsors, gaining an understanding of relationship management and the commercial drivers behind sponsorship acquisition. They learn to write customised sponsorship proposals, and negotiate effectively, considering both brand alignment and long-term sustainability.

Finally, learners develop analytical skills to evaluate campaign performance using data to assess the effectiveness of marketing and sponsorship efforts. This enables them to propose improvements and demonstrate critical thinking, aligning their decision with organisational goals.

Resources

To effectively deliver the unit, we recommend a range of digital, practical and industry-relevant resources.

You can also recommend the following reading, but it is not mandatory:

- Choudhury, N. (2021) *Digital Marketing Strategies: Data, Automation, AI and Analytics*, London: Kogan Page.
- Hamari, J. and Sjöblom, M. (2021) *Esports and the future of digital culture*, Bingley: Emerald Publishing.
- Hutchins, B. and Rowe, D. (2012) *Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport*, London: Routledge.
- Pedersen, P.M. et al. (2011) *Contemporary Sport Management*, 4th ed, Champaign, IL: Human Kinetics.
- Seo, Y. (2013) 'Electronic sports: a new marketing landscape of the experience economy', *Journal of Marketing Management*, 29 (13–14), 1542–1560.

For outcome 1, learners engage in audience research and segmentation. We recommend that learners have access to:

- market research tools, like Google Forms or SurveyMonkey
- example datasets or simulated esports fan profiles
- Mockaroo.com to generate random data
- analytical platforms, such as TwitchTracker or YouTube Analytics, to help learners explore behaviour trends
- curated case studies and articles on esports demographics and audience patterns

Outcome 2 focuses on marketing principles and fan engagement. Learners can use:

- digital tools such as Canva or Adobe Express, if possible, for content design and campaign planning
- video editing software like CapCut or iMovie, to support content creation
- case studies of successful esports campaigns to enhance strategy development
- templates for social media planning and marketing strategies

Outcome 3 deals with sponsorship acquisition. We recommend that learners have access to:

- sample sponsor profiles
- brand guidelines
- editable pitch deck templates
- a guest speaker from the esports industry to provide valuable real-world insight

Outcome 4 requires tools for proposal writing and negotiation. We recommend that learners have access to:

- structured proposal templates
- simplified contract examples and role-play scenarios, to simulate negotiation situations
- word processing software to support the drafting process

For outcome 5, learners evaluate the effectiveness of marketing and sponsorship campaigns. We recommend that learners have access to:

- analytical platforms, such as Meta Business Suite or Hootsuite
- spreadsheets to support data interpretation and visualisation
- campaign evaluation rubrics
- sample reports

Approaches to delivery

We recommend that you start with understanding who the esports audience is.

Outcome 1 introduces learners to key concepts such as demographics, psychographics, consumption habits and cultural differences. You can use esports platforms, like Twitch or YouTube Gaming, or any other current platform to explore real-world fan behaviour. Learners conduct audience research, segment data and present their findings. You can use a range of delivery methods, like interactive lectures, audience analysis tasks, guided research, data interpretation and peer presentation.

Building on audience insights in **outcome 2**, learners explore how to market to those audiences effectively. They learn marketing principles, digital tools and fan engagement strategies. You should emphasise creativity, platform-specific tactics and aligning marketing efforts with brand goals. You can use a variety of teaching methods, like content creation workshops to design social media content; campaign simulations to develop a mini campaign and understand what drives loyalty; software tutorials (for example Canva and CapCut); team projects and case study analyses.

In **outcome 3**, learners focus on business development. They identify and research potential sponsors based on brand fit, audience overlap and market relevance. They explore network strategies, relationship building and how esports organisations attract sponsorship. Learners practise professional communication through mock outreach and brand-pitch activities. You can use a variety of delivery methods, from research activities, guest speakers, sponsor-matching exercises, pitch development and industry scenario tasks.

With sponsors identified, in **outcome 4** learners develop and tailor sponsorship proposals. They explore proposal structure, valuation models and contract basics. They practise writing and customising documents, then engage in role-played negotiations to simulate real sponsorship deal-making. You can deliver this outcome by using proposal writing workshops, peer feedback, negotiation simulations, analysis of sample contracts and role-playing.

In **outcome 5**, learners analyse the performance of marketing and sponsorship efforts. Using analytical tools and mock campaign data, they interpret results and reflect on success. You should place emphasis on problem-solving, continuous improvement and evidence-based decision making. You can deliver this outcome through data interpretation tasks, campaign review reports, reflection sessions, spreadsheet exercises and improvement strategy design.

Approaches to assessment

All assessments can be completed under open-book conditions.

Your centre can choose if each learning outcome is assessed individually, or all learning outcomes are assessed holistically. We have some suggestions below you may wish to use.

Outcomes 1, 2 and 5

Learners work in groups of three to five team members. You can assess these outcomes through an esports brand launch project. Learners work together as part of an in-house marketing team and develop a full campaign to launch or relaunch an esports product and/or team and/or streamer. Learners can choose a real or fictional esports brand, build its identity and simulate a launch.

You should use an observation checklist to ensure that learners have included all required elements from the evidence requirements.

Outcomes 3 and 4

Learners work in pairs and carry out a sponsorship simulation pitch. One team player plays the esports organisation, the other a potential sponsor brand. Learners create a rotating role-play model where they switch sides and gain both sponsor and organisation perspectives. Learners generate a portfolio of evidence using mock emails and branding documents to simulate communication trails.

You should use an observation checklist to ensure that learners have included all required elements from the evidence requirements.

Equality and inclusion

This unit is designed to be as fair and as accessible as possible with no unnecessary barriers to learning or assessment.

You must consider the needs of individual learners when planning learning experiences, selecting assessment methods or considering alternative evidence.

Guidance on assessment arrangements for disabled learners and those with additional support needs is available on the [assessment arrangements web page](#).

Information for learners

Esports: Marketing and Sponsorship (SCQF level 7)

This information explains:

- what the unit is about
- what you should know or be able to do before you start
- what you need to do during the unit
- opportunities for further learning and employment

Unit information

In this unit, you learn about audience demographics and behaviour patterns in esports, helping you to tailor marketing strategies effectively. You also develop skills in building brand loyalty and fan engagement by using innovative digital marketing tools and content creation.

You identify and manage sponsorship opportunities, create compelling sponsorship proposals, and develop an understanding of the dynamics of sponsorship relationship management. You develop analytical skills to evaluate the effectiveness of marketing and sponsorship campaigns, with a focus on metrics and continuous improvement strategies. This enables you to enhance brand presence and value in the esports industry.

Before starting this unit, you should have:

- a basic understanding of marketing principles, such as those covered in introductory marketing or business courses
- familiarity with the esports industry, either through personal interest, participation, or previous study
- experience in digital marketing or promotional activities

You are assessed through a combination of reports, presentations, and reflective journals. You apply your knowledge to real-world esports scenarios and develop practical skills in marketing, sponsorship, and campaign evaluation.

On completion of the unit, you can:

1. analyse the characteristics and behaviours of esports audiences
2. develop marketing strategies to engage esports fans and build brand loyalty
3. identify potential sponsors for esports organisations or events
4. create sponsorship proposals tailored to the esports industry
5. evaluate the effectiveness of marketing and sponsorship campaigns

You are well-prepared for further study in specialised areas of esports marketing, such as digital marketing, sponsorship management, or event promotion. You can also pursue careers in:

- esports organisations, working in roles such as marketing manager, sponsorship coordinator, or fan engagement specialist
- marketing agencies, creating campaigns to engage esports audiences and build brand loyalty
- sponsorship management companies, securing and managing partnerships for esports events and organisations
- startups, launching your own esports marketing ventures or consulting for others in the industry

The unit provides a strong foundation for a career in the dynamic and rapidly evolving esports industry, equipping you with the skills to succeed in a variety of roles.

Meta-skills

Throughout this unit, you develop meta-skills that are useful for the esports sector.

Meta-skills are transferable behaviours and abilities that help you adapt and succeed in life, study and work. There are three categories of meta-skills: self-management, social intelligence and innovation.

Self-management

- You enhance your self-management abilities by focusing on finishing your tasks and adapting to new trends and technologies.
- You use research to understand audience data and present clear insights by analysing and evaluating campaign results logically.
- You act with integrity by being honest, ethical and responsible.
- You build trust with peers and potential sponsors.
- You use your initiative to look for opportunities and lead new campaign ideas, and by tailoring sponsorship proposals.

Social intelligence

- Social intelligence is emphasised as you refine communication skills to effectively engage with diverse audiences and collaborate in teams.
- You learn how to present audience insights, engage with sponsors, adapt messages and deliver your ideas clearly.
- You cultivate emotional intelligence by understanding consumer motivations and driving fan engagement.

Innovation

- Your creative and critical thinking skills are honed as you devise and evaluate innovative marketing campaigns, create engaging content and use digital tools in a new way.

Learning for Sustainability

Throughout this unit, you develop skills, knowledge and understanding of sustainability.

You learn about social, economic and environmental sustainability principles and how they relate to the esports sector. You also develop an understanding of the [United Nations Sustainable Development Goals](#).

You tackle real-world issues such as audience inclusivity, ethical sponsorship, and sustainable digital practices. As you analyse fan behaviours and create marketing strategies, you consider diverse social, economic, and environmental factors, such as platform sustainability and energy use. By focusing on sustainable fan engagement and ethical marketing, you learn to foster respectful, long-term relationships with audiences and sponsors. Through research, campaign planning, and reflective evaluations, you build the confidence to act ethically and sustainably, preparing you to make informed, responsible decisions that positively impact the digital and professional world.

Administrative information

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History of changes

Version	Description of change	Date

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