

ESPORTS

Customize Your Degree

Popular Double Majors

Journalism; Radio, Television & Film (RTF); Sports Communication & Media (Sports CaM); Communication Studies; Public Relations; Advertising; American Studies

Popular Minors

New Media; Social Media Content & Strategies; Special Events Communication; Marketing

Popular CUGS (Certificates of Undergraduate Study)

Game Media Design; Advertising & Graphic Design; Sports Media; Business Analytics; Management & Leadership; Internet of Things; Sports Management; Fundamental Computing; Mobile Application Development

WHY CHOOSE ESPORTS?

Rowan's Esports program allows students to build foundational knowledge of the industries that support professional competitive gaming. Our focus is the business of esports — we don't train players; we prepare you with the skills to work in the industry. Centered on two academic tracks, Business and Sport Communication, the curriculum explores production, social media, strategy, and the ecosystem that drives a \$ 1 billion-plus global industry. The program emphasizes transferable skills for the digital age and offers opportunities to double major to deepen expertise.

Through our partnership with Nerd Street, Rowan features a 70-seat dedicated esports arena and production-ready spaces where students gain hands-on experience, internships, and opportunities to produce and plan esports events. Students can also engage with our esports teams and gaming clubs to build leadership and real-world experience.



THE BOTTOM LINE

Esports is more than competition — it's a fast-growing global industry creating new career paths every year. Rowan prepares students with real-world experience and in-demand skills in media, strategy, production, and events so they graduate ready to step into esports and the broader digital economy with confidence.

ESPORTS QUICK FACTS



Charlie Cole

I transferred to Rowan University after my Sophomore year and was curious as to what the Esports courses offered. Even on my first day of class, I knew it was going to be something I loved. Not only was it an amazing opportunity to learn more about something

I was passionate about, but it was also a great space where I could express my interests in videogames and contribute to discussions with other students and the professors without being judged. Rowan is a fantastic place for anyone even remotely interested in Esports or videogames. From their own esports division, communal esports events, and an entire degree focusing in on the growing industry, it all provides the perfect entry experience into the ever-expanding world of Esports.



Student Clubs

Esports Club: Rowan's Esports Club meets once a week and invites students of all skill levels to come play and participate in gaming events of different sizes. While the esports teams compete in the top esports games, the Esports Club provides opportunities for students to play popular videogames with friends like Fortnite and Minecraft.

Esports Teams: The esports teams encourage students to try out for junior and varsity spots, named the Brown and Gold teams after the school's colors. The teams field competitive games based on their presence in competitive esports scenes, such as Rocket League, Valorant, Overwatch 2, and Marvel Rivals, to name a few.



Experiential Learning

Media Production: Students participate in broadcasting, streaming, and video editing for competitive esports teams.

Event Planning: Students participate in planning for esports events.



Internship Sites

Nerd Street: Just off campus, the Rowan University Localhost gaming site features around 70 PCs, a stage and practice area for our competitive esports teams, and free gaming for Rowan students. Our academic, competitive, and casual gaming groups collaborate with Nerd Street staff to put on tournaments and events of all kinds. Interested students can get internships, jobs, and networking opportunities.

Garden State Esports (GSE). GSE is the non-profit running the largest high school esports tournament circuit in New Jersey. GSE hires Rowan students as interns to support the competitions through event management, streaming, and casting (think sports broadcasting for videogames).

