Nebraska Wesleyan University

HHP 3750 Convention, Event, Trade Show Planning

Catalog

2026-2027

Course Description

Esports and Gaming companies rely heavily on conventions for marketing. Shows like TGS, PAX and E3 attract audiences from 60,000-300,000 and are tremendous opportunities for companies to generate excitement and drive sales. This course will teach you how to turn a gaming convention into a big win. By the end of this course, you'll understand how to handle planning, marketing and logistics for a corporate presence at a major convention. This online course has optional live sessions. No Pass/Fail.

Prerequisite: HHP 1550 Introduction to Games and sophomore standing.

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University.

Course Hours

3 hours

Departments

1. Health and Human Performance (Undergraduate)