

eSports is an evergrowing industry whose reach spans from college campuses to professional arenas across the world. While some question its legitimacy, many companies are starting to realize how effective advertising on the platform can truly be. This project looks at the current trends within the platform by observing marketing tactics for events and compare the overall growth from the introduction of eSports to its current perception. A final video highlights Marietta College's own esports facility and those who are apart of the growing team.