

STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK



MASTER SYLLABUS

COURSE NUMBER – COURSE NAME
ESPT 308 – ESPORTS EVENT MANAGEMENT

CIP Code: 52.9999

For assistance determining CIP Code, please refer to this webpage

<https://nces.ed.gov/ipeds/cipcode/browse.aspx?v=55>

or reach out to Sarah Todd at todds@canton.edu

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Updated by: Nicholas Kocher

School of Business and Liberal Arts

Department: Business

Semester/Year: Fall 2023

- A. TITLE: Esports Event Management
- B. COURSE NUMBER: ESPT 308
- C. CREDIT HOURS: (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)

Credit Hours: 3
 # Lecture Hours: 3 per week
 # Lab Hours: 0 per week
 Other: 0 per week

Course Length: 15 Weeks

- D. WRITING INTENSIVE COURSE: Yes No

- E. GER CATEGORY: None: Yes: GER
 If course satisfies more than one: GER

- F. SEMESTER(S) OFFERED: Fall Spring Fall & Spring

- G. COURSE DESCRIPTION:

In this course students apply their knowledge of Esports management and relevant functional areas of business to plan and execute an Esports event. Using case studies and interaction with Esports practitioners, students identify and apply best practices for planning and executing an Esports event. Students are required to manage an Esports event prior to completion of the course.

- H. PRE-REQUISITES: None Yes If yes, list below:

ESPT 100, BSAD 203, ESPT 301 and 45 credits earned; or permission of instructor

CO-REQUISITES: None Yes If yes, list below:

- I. STUDENT LEARNING OUTCOMES: (see key below)

By the end of this course, the student will be able to:

<u>Course Student Learning Outcome</u> [SLO]	<u>Program Student Learning Outcome</u> [PSLO]	<u>GER</u> [If Applicable]	<u>ISLO & SUBSETS</u>	
a. Examine Esports event management and compare with other forms of event management	2		2-Crit Think ISLO ISLO	CA Subsets Subsets

				Subsets
b. Identify and apply appropriate steps in planning and executing an Esports event	4		2-Crit Think ISLO ISLO	CA Subsets Subsets Subsets
c. Identify, secure, and deploy resources needed to execute an Esports event	4		2-Crit Think ISLO ISLO	CA Subsets Subsets Subsets
d. Apply effective managerial and communication skills to manage an Esports event	4		2-Crit Think ISLO ISLO	CA Subsets Subsets Subsets
e. Identify and address legal, ethical, and risk management issues associated with the execution of an Esports event	3		4-Soc Respons ISLO ISLO	ER Subsets Subsets Subsets
f. Apply Esports marketing principles to secure event sponsorship and broadcast an Esports event to an appropriate audience	4		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
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KEY	<u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking <i>Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS]</i>
3	Foundational Skills <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>

4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

*Include program objectives if applicable. Please consult with Program Coordinator

J. APPLIED LEARNING COMPONENT: Yes No

If YES, select one or more of the following categories:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Classroom/Lab | <input type="checkbox"/> Civic Engagement |
| <input type="checkbox"/> Internship | <input type="checkbox"/> Creative Works/Senior Project |
| <input type="checkbox"/> Clinical Placement | <input type="checkbox"/> Research |
| <input type="checkbox"/> Practicum | <input checked="" type="checkbox"/> Entrepreneurship |
| <input type="checkbox"/> Service Learning | (program, class, project) |
| <input type="checkbox"/> Community Service | |

K. TEXTS:

None

L. REFERENCES:

None

M. EQUIPMENT: None Needed: Esports Arena NS 133

N. GRADING METHOD: A-F

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

Assignments, Project, Participation, Event Survey

P. DETAILED COURSE OUTLINE:

I. Introduction to Esports Event Management

- A. History of Esports Events
- B. Contemporary Esports Events
- C. Project Expectations
- D. Professional vs. Amateur/Recreational Esports Events

II. Esports Event Planning

- A. Event Mission, Goals, and Objectives
- B. Facilities
- C. Staff
- D. Logistics
- E. Budget
- F. Project Timeline

- G. Contingency Planning**

- III. Event Sponsorship**
 - A. Identifying sponsors**
 - B. Securing sponsors**
 - C. Managing sponsor relationships**

- IV. Event Marketing**
 - A. The Marketing Mix**
 - B. Developing the Marketing Plan**
 - C. Digital Marketing**
 - D. Attracting an Audience**
 - E. Attracting Players**
 - F. Event Branding**
 - G. Event Promotion**

- V. Event Broadcasting and Promotion**
 - A. Esports Event Broadcasting**
 - B. Esports Event Promotional Tools**
 - C. Generating Interest around Esports Events**

- VI. Contracts and Risk Management**
 - A. Types of Contracts**
 - B. Contracting with Facilities Management**
 - C. Contracting with Sponsors and Participants**
 - D. Risk Management for Esports Events**
 - E. Crowd Control and Threats**
 - F. Negligence and Risk Management Tools**

- VII. Event Day Logistics**
 - A. Registration**
 - B. Ticketing**
 - C. Concessions**
 - D. Awards/Prize Management**
 - E. Facilities Management**
 - F. Infrastructure Management and Support**

- VIII. Event Management**
 - A. Event Flow**
 - B. Managing Participants**
 - C. Managing Audiences**
 - D. Managing Sponsors**
 - E. Managing Staff**
 - F. Esports Broadcasting and Communication**

- IX. Post Event Management**
 - A. Feedback**
 - B. Promotion**
 - C. Media Coverage**
 - D. Assessing Economic Impact**
 - E. Sponsor Debrief**
 - F. Assessment of Event Objectives and Goals**

Q. LABORATORY OUTLINE: **None** **Yes**