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

Created by: Nicholas Kocher

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 [x]

E. GER CATEGORY: None: [ ] Yes: GER

   If course satisfies more than one: GER

F. SEMESTER(S) OFFERED: Fall [x] 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 [x] If yes, list below:

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

   CO-REQUISITES: None [x] Yes [ ] If yes, list below:

I. STUDENT LEARNING OUTCOMES: (see key below)

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

<table>
<thead>
<tr>
<th>Course Student Learning Outcome [SLO]</th>
<th>Program Student Learning Outcome [PSLO]</th>
<th>GER [If Applicable]</th>
<th>ISLO &amp; SUBSETS</th>
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<tbody>
<tr>
<td>a. Examine Esports event management and compare with other forms of event management</td>
<td>2</td>
<td>2-Crit Think ISLO ISLO</td>
<td>CA Subsets Subsets</td>
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<tr>
<td>ISLO #</td>
<td>Institutional Student Learning Outcomes [ISLO 1 – 5]</td>
<td>ISLO &amp; Subsets</td>
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<tr>
<td>1</td>
<td><strong>Communication Skills</strong>&lt;br&gt;Oral [O], Written [W]</td>
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<td>2</td>
<td><strong>Critical Thinking</strong>&lt;br&gt;Critical Analysis [CA], Inquiry &amp; Analysis [IA], Problem Solving [PS]</td>
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<td>3</td>
<td><strong>Foundational Skills</strong>&lt;br&gt;Information Management [IM], Quantitative Lit./Reasoning [QTR]</td>
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Social Responsibility
Ethical Reasoning [ER], Global Learning [GL],
Intercultural Knowledge [IK], Teamwork [T]

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:

- Classroom/Lab ☒
- Internship ☐
- Clinical Placement ☐
- Practicum ☐
- Service Learning ☐
- Community Service ☐
- Civic Engagement ☐
- Creative Works/Senior Project ☐
- Research ☐
- Entrepreneurship ☒

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 ☐