

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



**MASTER SYLLABUS**

**ESPT 308 – ESPORTS EVENT MANAGEMENT**

**Created by: Nicholas C. Kocher**

**SCHOOL OF BUSINESS AND LIBERAL ARTS  
BUSINESS  
FALL 2018**

- A. **TITLE:** eSports Event Management
- B. **COURSE NUMBER:** ESPT 308
- C. **CREDIT HOURS:** Three lecture hours per week for 15 weeks (3 credits)
- D. **WRITING INTENSIVE COURSE:** No
- E. **GER CATEGORY:** None
- F. **SEMESTER(S) OFFERED:** Fall
- 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/CO-REQUISITES:**
- a. Pre-requisite(s): ESPT 100, BSAD 203, SPMT 412, and 60 credits earned; or permission of instructor
  - b. Co-requisite(s): None
  - c. Pre- or co-requisite(s): None

I. **STUDENT LEARNING OUTCOMES:**

<b><u>Course Student Learning Outcome [SLO]</u></b>	<b><u>PSLO</u></b>	<b><u>GER</u></b>	<b><u>ISLO</u></b>
a. Examine eSports event management and compare with other forms of event management	2	none	2 [CA]
b. Identify and apply appropriate steps in planning and executing an eSports event	4	none	2[CA]
c. Identify, secure, and deploy resources needed to execute an eSports event	4	none	2 [CA]
d. Apply effective managerial and communication skills to manage an eSports event	4	none	2 [CA]
e. Identify and address legal, ethical, and risk management issues associated with the execution of an eSports event	3	none	4 [CA]
f. Apply eSports marketing principles to secure event sponsorship and broadcast an eSports event to an appropriate audience	4	none	5

KEY	<b><u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u></b>
ISLO #	ISLO & Subsets
1	<b>Communication Skills</b> Oral [O], Written [W]
2	<b>Critical Thinking</b> <i>Critical Analysis [CA] , Inquiry &amp; Analysis [IA] , Problem Solving [PS]</i>
3	<b>Foundational Skills</b> <i>Information Management [IM], Quantitative Lit,/Reasoning [QTR]</i>
4	<b>Social Responsibility</b> <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	<b>Industry, Professional, Discipline Specific Knowledge and Skills</b>

J. **APPLIED LEARNING COMPONENT:** Yes   x   No       

Entrepreneurship

K. **TEXTS:**

L. **REFERENCES:** none

M. **EQUIPMENT:** Technology Enhanced Classroom

N. **GRADING METHOD:** A-F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

Assignments

Project

Peer Review of Project Implementation

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. Continuum 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