CMST C060N: INTRODUCTION TO ESPORTS

Item	Value
Curriculum Committee Approval Date	12/04/2020
Top Code	493010 - Career Guidance and Orientation
Units	0 Total Units
Hours	18 Total Hours (Lecture Hours 18)
Total Outside of Class Hours	0
Course Credit Status	Noncredit (N)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	Yes; Repeat Limit 99
Grading Policy	P/NP/SP Non-Credit (D)

Course Description

Esports has transformed gaming into a global spectator sport capturing the attention of viewers worldwide. This class will investigate various aspects of esports, including communication methodologies, social media strategies, and player and audience community building. Noncredit. NOT DEGREE APPLICABLE. Not Transferable.

Course Level Student Learning Outcome(s)

1. Describe the characteristics of effective Esports communication strategies.
2. Describe the functional methodologies of communication and their role in competitive gaming and the Esports ecosystem.
3. Analyze and adapt to the structure and audiences in competitive gaming and the Esports ecosystem.

Course Objectives

• 1. Understand and be able to participate in the Esports ecosystem responsibly and safely.
• 2. Understand communication strategies as they relate to competitive gaming and the ecosystem supporting its growth
• 3. Assess best practices for communication, building brands, and implementing social media strategies within competitive gaming and the Esports ecosystem
• 4. Understand the communication methodologies and strategies of building competitive gaming communities
• 5. Investigate communication careers in Esports
• 6. Identify effective characteristics of digital citizenship.
• 7. Investigate the history of Esports

Lecture Content

Esports Overview History of esports Early Gaming companies Games League Tournament Structures Transition from traditional games to competitive games Competitive Gaming Culture Best practices for eSports Standards for online communication Privacy Laws and Protections The Economy of Esports How big is the industry and growth trends How users drive value into the ecosystem Esports audiences Advertising and sponsorships Content creation and marketing Careers

Social Media Streaming for eSports Communications: Social Media Platforms for Esports Twitter Building a team and individual player brands on Twitter Livestreaming vs Posting Cadence for a Twitter social media strategy Exploiting platform opportunities and minimizing limitations Twitter Best Practices Facebook Overview of the Facebook esports platform Best practices for esports teams and players Audience Analysis - Analytics Promoting esports content Instagram Overview of Instagram esports platform Best Practices for esports teams and players Cadence for an Instagram social media strategy Audience Analysis – Analytics Promoting esports content – Calls to Action Communications: Streaming Platforms for Esports Twitch Platform overview Best practices – Enhancing viewing experience Engagement metrics YouTube Platform overview Best practices – Enhancing viewing experience Communication: Interactions in Esports Team Building Building communities across the globe Messaging platform best practices Large group meeting formats and interactions

Instructional Techniques

This course will use a combination of lecture, practical skills demonstration, classroom/discussion student interactions, quizzes, and short writing assignments. All instructional methods are consistent across all modalities.

Reading Assignments

Read about and research the evolution of the Esports ecosystem. Read about and research the career pathways in the Esports ecosystem. Read about communication methodologies of strategic communication for social media and streaming

Writing Assignments

Create sample social media content. Create strategic social media and streaming plan Create content to promote a potential Esports event.

Out-of-class Assignments

Record and submit screen captures and videos demonstrating skills Create strategic plans for social media and streaming

Demonstration of Critical Thinking

Short quizzes that assess the students understanding of what is acceptable behavior in the eSports environment and the potential consequences. Short writing assignments that demonstrate the students ability to understand the strategy for creating promotional content for an eSports event.

Required Writing, Problem Solving, Skills Demonstration

Short writing assignments Reflections Quizzes Screen captures and recordings of specific skills

Eligible Disciplines

Communication studies (speech communication): Masters degree in speech, speech broadcasting, telecommunications, rhetoric, communication, communication studies, speech communication, or organizational communication OR bachelors degree in any of the above AND masters degree in drama/ theater arts, mass communication, or English OR the equivalent. Masters degree required. Mass communication: Masters degree in radio, television, film, mass communication, or journalism OR bachelors degree in any of the above AND masters degree in drama/theater arts, communication, communication studies, business, telecommunications, or English OR the equivalent. Masters degree required.

Textbooks Resources

1. Required Paul Chaloner. This is esports (and How to Spell it): An Insiders Guide to the World of Pro Gaming, ed. Bloomsbury Sport, 2020

Other Resources

1. Coastline Library