REQUEST FOR A NEW COURSE
University of Central Oklahoma

Course Subject (Prefix), Number, and Title:

<table>
<thead>
<tr>
<th>Course Subject</th>
<th>Recommended Number</th>
<th>Course Title (maximum of 30 characters)</th>
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<tbody>
<tr>
<td>MCOM</td>
<td>2233</td>
<td>Esports &amp; Media</td>
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</table>

*Remember when abbreviating names, this is how they will appear on student’s transcripts.

Course Title: (full title of course if longer than 30 characters)

For information regarding CIP codes contact your department chair or visit: http://www.uco.edu/academic-affairs/ir/program_inventory.asp

CIP Code: 09.0799

For graduate courses, please attach a syllabus for this course. (See syllabus requirement policy 2.2.)

Course description as it will appear in the appropriate catalog.
Course description only  Do not include prerequisites or enrollment restrictions, these should be added under questions 6-12.
(Please use standard American English including full sentences.)

Esports & Media explores the relationship between esports and mass communication. This course introduces elements of streaming, broadcasting, podcasting, on-air personality development, and marketing.

Mass Communication
Department submitting the proposal

Mark Zimmerman  mzimmerman@uco.edu  x5174
Person to contact with questions  email address  Ext. number

Approved by:

Mary Carver  9/10/20
Department Chairperson  Date

Dean Catherine Webster
Digitally signed by Dean Catherine Webster
Date: 2020.09.14 14:20:10 -05'00'
College Dean  Date
(Please notify the department chair when proposal is forwarded to dean.)

Rozilyn Miller  Digitally signed by Rozilyn Miller
Date: 2020.09.11 08:58:54 -05'00'
College Curriculum Committee Chair  Date
(Please notify department chair when proposal is forwarded to dean.)

Academic Affairs Curriculum or Graduate Council  Date

 Effective term for this new course
(Assigned by the Office of Academic Affairs.)
1. Does this course have an undergraduate / graduate counterpart?  
   ____ Yes  ____ No

2. Is this proposal part of a larger submission package including a program change?  
   ____ Yes  ____ No

3. Does this new course affect a teacher preparation program? (All courses required for any teacher preparation program must have approval from the Council on Teacher Education (CTE) before approval from AACC or Graduate Council.)  
   ____ Yes  ____ No  If yes, send copy of proposal to the Education Curriculum Committee Chair, Dr. Darla Fent.  
   CTE Approval (Stamp or initial)____________________

4. Has this course been previously taught as a common course (4910 seminar, 4960 institute, etc.)?  
   ____ Yes  ____ No  If yes, when was the most recent offering?  Spring 2020

5. Does this new course affect majors or minors outside the department?  
   ____ Yes  ____ No  If yes, provide name(s) of department chair(s) contacted, dates, and results of discussion.

6. Prerequisite courses:  
   Example 1: MATH 1213 and (MATH 2165 or MATH 2185) and CHEM 1213 Example 3: 8 hours of biology including BIO 1404  
   Example 2: (ACCT 2113 and 2213) and (MGMT 3013 or ISOM 3613)  
   ENG 1113

7. Co-requisite(s): Which of the above prerequisite courses, if any, may be taken in the same semester as the proposed new course?  
   None.

8. Concurrent enrollment: Courses that must be taken the same semester. Example: lab courses.  
   None.

9. Will this course have enrollment restrictions?  
   ____ Yes  ____ No  If No, go to question 13.

10. Specify which major(s) may or may not take this course.  Specifying a major, excludes all other majors from enrolling.  
    Check one:  May _____    May not _____  
    Major Code: ____________________________

11. Which of the following student classification(s) may enroll in this course?  
    Check all that apply:  
    Graduate (2) 19 + hours  
    Graduate (1) 0-18 hours  
    Post Baccalaureate *  
    Senior  
    Junior  
    Sophomore  
    Freshman  
    * Graduate level courses are not open to Post Baccalaureate students.

12. Check or list other restrictions for this course.  
    Admission to Graduate Programs  
    Admission to Nursing Program  
    Admission to Teacher Education  
    Other ________________________________
13. **Course objectives**: Objectives should be observable, measurable and include scholarly or creative activities to meet the course level characteristics. Course objectives should also be in line with the course description. (Please refer to instructional objectives documents at: [http://www.uco.edu/academic-affairs/faculty-staff/aacc.asp#FAQ/Helpful%20Hints](http://www.uco.edu/academic-affairs/faculty-staff/aacc.asp#FAQ/Helpful%20Hints).)

<table>
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<th>Upon completion of this course, students will:</th>
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<td>1. Apply communication and media concepts to the esports events</td>
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<tr>
<td>2. Compare the different types of games associated with esports and events that are accessible to and across all levels of esports competitions</td>
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<tr>
<td>3. Analyze the history of esports leagues and events with a global perspective and hypothesize how they impact the current and future landscape</td>
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<td>4. Analyze different media outlets and channels and how each supports esports events</td>
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Course Detail Information:

14. **Contact Hours (per week)**

- Lecture hours (in class): 3
- Lab hours (also studios): 
- Other (outside activities): 

15. **Repeatable course.**

   - Number of times this course can be taken for credit: 1

16. **Schedule type: (select one only)**

   - Activity P.E. (A)
   - Lab only (B)
   - Lecture/Lab (C)
   - Lecture only (L)
   - Recitation/Lab (R)
   - Student Teaching (STU)
   - Studio Art/Design (XSU)

17. **List existing course(s) for which this course will be a prerequisite.** Adding a “new course” as a prerequisite to an existing course will likely cause enrollment problems. (Please submit a prerequisite change form for each course for which this course will serve as a prerequisite.)

   MCOM 3583 Esports Shoutcasting, MCOM 3741 Esports Media Participation, MCOM 4603 Esports Media Management.

18. **What resources, technology or equipment must be acquired to teach this course?** List items, which must be purchased and estimate cost. (Be specific, e.g., technology software, equipment, computer lab; etc.)

   **No additional resources, technology, or equipment are required beyond what will be purchased for the UCO esports team.**

19. **The UCO Library has the required library resources available for this new course?**

   - Yes
   - No

   If yes, provide names of Librarian/Faculty Liaisons contacted, dates, and results of discussion.

   Kaitlyn Palone was contacted on 1/6/2020. There are 223 articles on esports and media that can be accessed through the library.

   If no, what additional library resources must be acquired for this new course? List items which must be purchased and estimated cost. (Be specific, e.g., books, magazines, journals, etc.)
20. Names of current faculty qualified to teach this course.

A faculty line belonging to MCOM was turned into a faculty line for esports. A new full-time faculty member will be hired in Spring 2020. Ariel West, a full-time staff member and adjunct instructor, can also teach the class.

21. Additional faculty (adjunct or full-time) required and specific competencies required to teach this course:

   None.

22. How will this course be staffed and equipped? Identify the additional costs associated with this new course. If no costs, explain why not.

   No additional resources, technology, or equipment are required beyond what will be purchased for the UCO esports team. This course will be part of the regular rotation for the faculty member hired in this specialty.

23. Identify the source(s) of funds for any additional costs for the new course. i.e. internal reallocations, special fees from students, etc. If you plan to propose special fees be assessed for this course, be aware there is a separate approval process for special fees.

   None.

24. Projected enrollment for two academic years following approval of new course:

<table>
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<tr>
<th>Semester</th>
<th>2021-22</th>
<th>2022-23</th>
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<tbody>
<tr>
<td>Fall</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Spring</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Summer</td>
<td>Not Offered</td>
<td>Not Offered</td>
</tr>
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25. Using State Regents’ definition of liberal arts and sciences (quoted below), characterize the course as follows:

   Non-liberal arts and sciences
   X Liberal arts and sciences

   “The liberal arts and sciences are defined as those traditional fields of study in the humanities; social and behavioral sciences; communications; natural and life sciences, mathematics; and the history, literature, and theory of fine arts (music, art, drama, dance). Courses in these fields whose primary purpose is directed toward specific occupational or professional objectives, or courses in the arts which rely substantially on studio or performance work are not considered to be liberal arts and sciences for the purpose of this policy. Courses required for the General Educational Program are not necessarily synonymous or mutually exclusive with the liberal arts and sciences.” State Regents Policy and Procedures, Chapter 2, Section 5, “Degree Requirements” part 1, (2). P. II-2-86

26. Please provide a concise, yet comprehensive, statement that explains the reasons for requesting the new course. Include documentation or assessment information supporting the specific request (if possible). Indicate the expected source of student enrollment (majors, minors, programs etc.)

   This course will serve as an introductory course for a minor in Esports Media. All students will be required to complete this course before taking any upper-level Esports Media required courses. Professional Media majors who do not want to complete a minor, but would like some background in esports will be encouraged to use this course as one of their Mass Communication elective courses.

   The course will cover basic tenets of the esports media industry and provide a wide breadth of information in order to provide a foundational knowledge across the industry.
This course was offered for the first time in Fall 2019 and 24 students enrolled. When offered again in Spring 2020, 15 students enrolled.

27. Which of the six transformative learning tenets does this course incorporate? (check all that apply or only those that apply) This question was a directive from the Provost and is used for informational purposes.

<table>
<thead>
<tr>
<th>Discipline Knowledge</th>
<th>X</th>
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<tbody>
<tr>
<td>Leadership</td>
<td></td>
</tr>
<tr>
<td>Research, Scholarly and Creative Activities</td>
<td>X</td>
</tr>
<tr>
<td>Service Learning and Civic Engagement</td>
<td></td>
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<tr>
<td>Global and Cultural Competencies</td>
<td></td>
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<tr>
<td>Health and Wellness</td>
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28. Clearly explain how the characteristics of this course meet or exceed those outlined in Course Level Characteristics. (Copy and paste table from “Course Level Characteristics” document for the appropriate course level of proposed course. Document may be found on: http://sites.uco.edu/academic-affairs/files/course-level-characteristics-table.doc).

### 2000 LEVEL COURSES

<table>
<thead>
<tr>
<th>Course Level Characteristics</th>
<th>Please describe how this course meets this requirement.</th>
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<tbody>
<tr>
<td>1. Students in these courses are assumed to have some previous college experience.</td>
<td>The prerequisite for this course is ENG 1113, thus students enrolled will have some college experience.</td>
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<td>2. These courses should be offered at a level of sophistication beyond 1000 level courses, both in terms of instruction and of expectations of the students.</td>
<td>Students will produce an extensive analysis of video games, their history, and media outlets. They will produce papers as well as a podcast.</td>
</tr>
<tr>
<td>3. These courses should incorporate some form of library experience.</td>
<td>Students will utilize the university library researching media in esports in the online environment.</td>
</tr>
<tr>
<td>4. Courses which are introductory to a discipline ordinarily should be offered at this level.</td>
<td>This course will serve as an introductory course to esports media and will provide students a basic understanding of multiple areas of the esports production.</td>
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