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>4603</td>
<td>Esports Media Management</td>
</tr>
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*Remember when abbreviating names, this is how they will appear on student’s transcripts.

CIP Code: 09.0799

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

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 Management provides an in-depth view of the many aspects of esports marketing, focusing on how to be an effective event manager in the esports field. Students learn essential esports media management techniques, gain insight into managing different stakeholders, and learn how to distinguish expectations in relation to scheduled tasks and budgets.

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  Digitally signed by Dean Catherine Webster  Date: 2020.09.14 14:22:12 -05'00'

College Curriculm Committee Chair  Date

Please notify department chair when proposal is forwarded to dean.

Rozilyn Miller  Digitally signed by Rozilyn Miller  Date: 2020.09.11 09:00:07 -05'00'

College Dean  Date

(Please notify the department chair when proposal is forwarded to AA.)

Academic Affairs Curriculum or Graduate Council  Date

Office of Academic Affairs  Date

Effective term for this new course

Assigned by the Office of Academic Affairs.)
1. Does this course have an undergraduate / graduate counterpart?
   _____ Yes  _____ X No

2. Is this proposal part of a larger submission package including a program change?
   _____ X 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  _____ X 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  _____ X No
   If yes, when was the most recent offering?
   ______________________________________________________

5. Does this course affect majors or minors outside the department?
   _____ X 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 2: (ACCT 2113 and 2213) and (MGMT 3013 or ISOM 3613)
   Example 3: 8 hours of biology including BIO 1404
   ENG 1113, MCOM 1091 Introduction to Esports (new course), MCOM 2233 Esports & Media
   (new course), MCOM 3583 Esports Shoutcasting (new course).

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?
   _____ X 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.)

Upon completion of this course, students will be able to:
1. Demonstrate effective written and oral communication including informed arguments, persuasion, and synthesis of complex data and concepts in esports media management.
2. Test ideas and solutions based upon feedback.
3. Apply knowledge of esports in order to plan and complete an esports event.
4. Evaluate decisions based on an awareness of relevant stakeholders in the creation of an esports event.
5. Manage various roles on an interdisciplinary team.

Course Detail Information:

14. Contact Hours (per week)

<table>
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<tr>
<th></th>
<th>Lecture hours (in class)</th>
<th>Lab hours (also studios)</th>
<th>Other (outside activities)</th>
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<tr>
<td>3</td>
<td></td>
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15. Repeatable course.

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<tr>
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<th>Number of times this course can be taken for credit</th>
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<tr>
<td>1</td>
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16. Schedule type: (select one only)

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<tr>
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<th>Activity P.E. (A)</th>
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<tbody>
<tr>
<td></td>
<td>Lab only (B)</td>
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<tr>
<td></td>
<td>Lecture/Lab (C)</td>
</tr>
<tr>
<td>L</td>
<td>Lecture only (L)</td>
</tr>
<tr>
<td></td>
<td>Recitation/Lab (R)</td>
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<td></td>
<td>Student Teaching (STU)</td>
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<td></td>
<td>Studio Art/Design (XSU)</td>
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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.)

None.

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?

<table>
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<th>X</th>
<th>Yes</th>
<th>No</th>
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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 must be acquired 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.

   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.

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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<tr>
<td>Fall</td>
<td>Not offered</td>
<td>Not offered</td>
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<tr>
<td>Spring</td>
<td>15</td>
<td>18</td>
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<tr>
<td>Summer</td>
<td>Not offered</td>
<td>Not offered</td>
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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.)

   All students completing the Esports Media Minor will be required to take this capstone course. Any student hoping to move into the field of esports in any aspect of media must have an understanding of marketing and event planning. Students will be expected to utilize knowledge of esports media to plan and implement an esports event.
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.

- Discipline Knowledge
- Leadership
- Research, Scholarly and Creative Activities
- Service Learning and Civic Engagement
- Global and Cultural Competencies
- Health and Wellness

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.)

### 4000 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. It is assumed that students in these courses have completed sufficient course work to have attained senior standing.</td>
<td>ENG 1113, MCOM 1091 Introduction to Esports, MCOM 2232 Esports &amp; Media, and MCOM 3583 Esports Shoutcasting are prerequisites for this course. Junior standing is required for the course in case a second semester junior is ready to take the course.</td>
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<tr>
<td>2. It is assumed that students in these courses have a substantial background in the area of inquiry equivalent to 15 hours of study. Area of inquiry is defined broadly, including courses in the offering department, as well as courses in other departments that relate to the subject of study.</td>
<td>ENG 1113, MCOM 1091 Introduction to Esports, MCOM 2232 Esports &amp; Media, and MCOM 3583 Esports Shoutcasting are prerequisites for this course. The course requires junior or senior standing.</td>
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<tr>
<td>3. These courses should be offered at a level of sophistication of instruction and of expected student performance that is beyond that of other undergraduate courses. In short, 4000 level courses should offer more in-depth study than courses offered at the 3000 level and below.</td>
<td>An event that brings the esports community together requires teamwork, project management skills, technology understanding, and sports management. This course will teach the student how to be an effective event manager. Students will learn essentials and gain insight into managing different stakeholders and learn how to distinguish expectations in relations to scheduled tasks and budgets. It requires students to apply much of what they learned throughout their minor coursework.</td>
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</table>
| 4. Students in these courses should be required to undertake a substantial scholarly activity in addition to classroom instruction, such as a written research project, library assignment, juried performance, or creative work. | The first portion of the course will focus on how to promote a product, a brand, service, or organization. Students will explore how non-esport-related businesses can benefit from using esports as part of their marketing program. The second portion of the course will focus on the application of principles and theories to promote esports and esports related
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<td>products (including professional, college, or amateur teams, events, and recreation). Students will be expected to assist in the planning of an esports event on campus as part of this course.</td>
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<td>5.</td>
<td>Included among 4000 level courses would be capstone courses that review and integrate previous learning, practicums and student teaching, and courses in which a major instructional responsibility is placed on the student (as in individual studies, directed readings, and seminars).</td>
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