REQUEST FOR A NEW MINOR
University of Central Oklahoma

Proposed Name of Minor (limited to 30 spaces)

Esports Media

Name of Minor: (written out if longer than 30 characters)

To which program is this new minor connected:

Mass Communication

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.

Is this minor an Interdisciplinary Minor. Please see Policy on Interdisciplinary Minors below.

Yes X No

Policy on Interdisciplinary Minors
An interdisciplinary minor consists of no more than nine hours from any single prefix area (e.g. HIST, ECON, HLTH). Additionally, the courses applied to an interdisciplinary minor must be from a minimum of two academic departments. An undergraduate student, regardless of major, may pursue an interdisciplinary minor from the approved list in the undergraduate catalog.

Is this 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)

*Esports Media Minor presented at Academic Affairs Retreat by Dean Catherine Webster on November 20, 2019.

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 Chair Date

Dean Catherine Webster

Digitally signed by Dean Catherine Webster
Date: 2020.09.14 14:22:48 -05'00"

College Dean
Date
(Please notify department chair when proposal is forwarded to dean.)

Rozilyn Miller
Digitally signed by Rozilyn Miller
Date: 2020.09.11 09:01:32 -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 program change
(Assigned by Academic Affairs)
1. Does this new minor affect other programs or departments?  
   X Yes  ____ No
   If yes, provide name(s) of department chair(s) contacted, date(s), and results of discussion(s).
   Dr. Mark Silcox, Chair of Humanities and Philosophy, was contacted on July 24, 2019 and approved the inclusion of PHIL 3223. Dr. Brian Lamb, Director of the School of Music, was contacted on January 9, 2020 and approved the inclusion of MUS 2443.

2. Proposed curriculum as it will appear in the catalog:  (Please place asterisk(s) beside new courses and submit a "Request for a New Course" form for each new course.) Please note minimum requirements for minors listed below.

   Sue Rempe was contacted and provided available numbers within Mass Communication. The new numbers were chosen from those available.

   (Proposed Minor Requirements)
   Program: Mass Communication
   Department: Mass Communication
   Minor: Esports Media
   College: Liberal Arts
   Minor Code: xxxx

   Mass Communication – Esports .................20
   Required Courses ..................................11
   *MCOM 1091 Introduction to Esports
   *MCOM 2233 Esports & Media
   *MCOM 3583 Esports Shoutcasting
   *MCOM 3741 Esports Media Participation
   *MCOM 4603 Esports Media Management

   Elective Courses.................................9
   MCOM 2013 Digital Audio Production
   MCOM 2033 Media Production
   MCOM 2063 Intro to Brand Comm/Advertising
   MCOM 2173 Sports Announcing
   MCOM 2193 Principles of PR
   MCOM 2523 Sportscasting
   *MCOM 3603 Podcasting
   MCOM 3373 Group & Team Communication
   MUS 2443 History of Video Game Music
   PHIL 3223 Philosophy of Games

   Minimum Requirements for Minors:
   Total Hours 20  Upper Division Hours (3/4000 level) 6
   GPA 2.00  Residency Hours 6

3. Have you checked to ensure there are no hidden requirements with each of the proposed courses in the curriculum?
4. Projected number of students expected to select this minor over the first three years. This chart is predicting the total number of students that are expected to declare the minor. These numbers are cumulative.

<table>
<thead>
<tr>
<th>Semester</th>
<th>2021-22</th>
<th>2022-23</th>
<th>2023-24</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>5</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>Spring</td>
<td>7</td>
<td>11</td>
<td>16</td>
</tr>
<tr>
<td>Summer</td>
<td>7</td>
<td>11</td>
<td>16</td>
</tr>
</tbody>
</table>

5. Projected new cost of the minor over the first three years based on the projected number of students expected to select this minor for:
   a. Faculty or staff (specify whether full-time or part-time)
      
      | Year  | Description                                                                 |
      |-------|-----------------------------------------------------------------------------|
      | 2021  | Department is replacing retired faculty member’s faculty line with an esports specialist faculty member (full-time). Elective options are offered for other majors and minors within the department as part of regular course scheduling. |
      | 2022  | $2,100 (1 part-time faculty)                                               |
      | 2023  | $2,100 (1 part-time faculty)                                               |
   b. Resources, technology, supplies or equipment that must be acquired for this new minor:
      
      | Year  | Description                                                                 |
      |-------|-----------------------------------------------------------------------------|
      | 2021  | None beyond what will be purchased for the team                             |
      | 2022  | None beyond what will be purchased for the team                             |
      | 2023  | None beyond what will be purchased for the team                             |

6. The UCO Library has the required library resources available for this new minor?  
   **X 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 minor? List items which must be purchased and estimated cost. (Be specific.)

7. Will the majority of this minor be available via electronic media? (If so, explain)  
   **X No**  **Yes**  If yes, explain

8. Please provide a concise, yet comprehensive, statement that explains the purpose and need for this new minor. Include documentation or assessment information supporting this request (if possible).  
   The UCO Esports Media minor degree will prepare students for work in the business of esports media through international experiences such as collaborations with esports employees and players from around the world, internships with major esports and video game companies, and hands-on experiences with industry executives as well as the varsity esports team at UCO. Students will be ready for careers in esports shoutcasting, esports event management, esports administration, and esports marketing. UCO’s Esports Media minor will equip students with the knowledge needed to excel in one of the fastest-growing sectors in the sports and entertainment industry. As esports has a global audience of over 500 million, this curriculum provides students with real-world learning opportunities and prepares them to work in a field that values strategic thinking, intellectual curiosity, and creativity.

By 2021, global games market intelligence company Newzoo anticipates that “All major U.S. media
conglomerates will have digital esports media rights,” and that esports will grow into a market bigger than that of traditional professional sports.” This website contains many job offerings with the Esports ecosystem: [https://hitmarkerjobs.com/](https://hitmarkerjobs.com/) Just on this website alone as of 1/9/2020 there were 47 media positions, 17 video editing positions, 3 videography positions, 39 production openings, 21 events openings, 22 writing positions, 16 PR positions within a job search of esports. One game maker, Blizzard, has 9 broadcast positions: [https://careers.blizzard.com/en-us/openings/broadcast/all/all/all/1](https://careers.blizzard.com/en-us/openings/broadcast/all/all/all/1)

The Esports Media minor gives students an opportunity to develop academically beyond the competitive sport and prepares them for relevant careers following graduation. The esports student organization became one of the largest student organizations on campus within a year of its establishment. The university is currently planning a facility for the team and is fielding inquiries from around the world from prospective students about an esports team. The addition of curriculum to accompany the extracurricular interest in the sport is a logical step for the university to follow.