

ESPORTS COMMUNICATIONS & MANAGEMENT, BS

Contact

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Faculty

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The Esports Communications & Management degree is an interdisciplinary major that allows a student to blend coursework from the David B. Falk College of Sport and Human Dynamics with the S.I. Newhouse School of Public Communications. The goal is to connect innovative 3D gaming immersive environments and technology with the world of traditional sports. This well-rounded curriculum is designed to provide students with industry-specific competencies in event management and marketing, broadcasting/production, communications, content creation, entrepreneurship, strategic communications, and esports experience and design.

Students will graduate and enter the workforce prepared for the ever-evolving industry of Esports.

All students within the major will be required to pass the Newhouse grammar test before graduation.

Student Learning Outcomes

In the course of earning their degree, students are expected to achieve the following educational outcomes:

1. LAW: Apply the principles and laws of freedom of speech and press, in a global and domestic context as they pertain to sport.
2. HISTORY: Demonstrate an understanding of the history and core areas of esports through explanation, discussion and analyzation.
3. DIVERSITY: Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication, media contexts and gaming platforms.
4. WRITING: Write correctly and clearly in forms and styles appropriate for the sport management and communications professions, audiences and purposes they serve.

5. ETHICS: Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
6. CRITICAL THINKING: Develop critical thinking and problem-solving skills necessary for careers in the sport industry.
7. NUMBER FLUENCY: Analyze data from the sport industry and prepare recommendations for business decisions within sport organizations.
8. TECHNOLOGY: Apply tools and technologies appropriate for the esports and gaming industry.
9. VISUAL COMMUNICATIONS: Present images and information effectively and creatively, using appropriate tools and technologies.
10. Integrate the knowledge and skills learned in the core content areas to professional settings.

Code	Title	Credits
Esports Core		
Grammar Competency		
COM 100	Public Communications First Year Seminar	0
COM 117	Multimedia Storytelling	3
SMC 214	Writing for Sports Communications	3
SMC 330	Topics in Esports and Media	3
SMC 345	Communications Ethics in Sports	3
SMC 405	Esports Event Production	3
SPM 205	Principles and Contemporary Issues in Sport Management	3
SPM 215	Principles of Sales in Sport	3
SPM 245	Race, Gender, and Diversity in Sport Organizations	3
SPM 342	The Business of Esports	3
SPM 354	Esports and Event Management	3
Select one of the following:		3
SPM 415	Sport Law	
Newhouse Law (choose one from the list below):		
COM 505	Communications Law for Journalists	
COM 506	Communications Law for Television, Radio, Film	
COM 507	Communications Law for Advertising and Public Relations	
COM 509	Communications Law for Public Communicators	
VIS 207	Introduction to Graphic Design	3
Open Electives		
Students choose six credits of coursework from any school or college that they have the requisites for and that has the capacity. PED courses may not be used to fulfill the open elective requirements.		6
Tracks		
Students choose one track from the list below:		21
Esports Business & Management		
Esports Communications		
Esports Media & Design		
Liberal Arts Core		
University Requirement		
FYS 101	First Year Seminar	1
Writing		
WRT 105	Studio 1: Practices of Academic Writing	3
Public Speaking		
CRS 325	Presentational Speaking	3

<i>Foreign Language</i>		
Two Foreign Language Courses		8
<i>Humanities</i>		
ENG 156	Interpretation of Games	3
Select one of the following:		3
ENG 319	Topics in Game Studies	
ENG 329	Theorizing Games and Game Design	
ENG 339	Identity and Representation in Games	
ENG 379	Games and Esports in Culture	
<i>Mathematics and Natural Sciences -Required of all tracks</i>		
NSD 225	Nutrition in Health	3
<i>Mathematics and Natural Sciences</i>		
Students in Esports Communications and Esports Media and Design tracks must take:		4
One Natural Science with lab		
or		
Students in the Esports Business & Management track must take:		
MAT 284	Business Calculus	
<i>Quantitative Skills</i>		
MAT 121	Probability and Statistics for the Liberal Arts I	4
or MAT 221	Elementary Probability and Statistics I	
Note: Students in the Esports Business & Management track must take MAT 221 to satisfy the Quantitative Skills requirement.		
<i>Social Sciences</i>		
ECN 101	Introductory Microeconomics	3
ECN 102	Introductory Macroeconomics	3
MAX 132	Global Community	3
<i>Liberal Arts Electives</i>		
Below is a list of recommended electives. Students may choose to take courses from various Arts and Sciences departments, or tailor their electives and complete an Arts & Sciences based minor.		22
HUM 141	Computing Culture: Technology and the Humanities Computing Culture: Technology and the Humanities	
PHI 378	Minds and Machines	
PSY 205	Foundations of Human Behavior	
SOC 367	Sociology of Sport	
Total Credits		126

Tracks

Esports Business & Management

Code	Title	Credits
Required Courses		
EEE 370	Introduction to Entrepreneurship and Emerging Enterprises	3
EEE 451	Finance for Emerging Enterprises	3
SPM 324	Sport Sponsorship and Promotion	3
SPM 348	Analysis of Digital Media in Sport	3
SPM 437	Sport Venue Management	3
SPM 454	Esports Business Practicum	3
Electives		
Students will choose three credits of esports elective(s) in consultation with their advisor. The electives listed below are suggestions, but students are not limited to this list.		3

EEE 424	Entrepreneurial Deal Making	
EEE 453	LaunchPad	
FIN 301	Essentials of Finance	
SPM 225	Managing the Sport Organization	
SPM 305	Principles of Sport Hospitality Management	
SPM 345	Technology in Sport Management	
SPM 365	Sport Economics	
SPM 444	Sports Marketing Management	
SPM 449	Technologies in Game Day Operations	
Total Credits		21

Esports Communications

Code	Title	Credits
Required Courses		
MND 545	Virtual Reality Storytelling	3
SMC 210	Topics in Communications for Esports	1
Required topics include: Esports & Advertising, Public Relations Principles, The Cognitive Demands of Video Games		
SMC 404	Esports Shoutcasting	3
SMC 424	The Sports Media Pitch	3
SMC 475	Esports Industry Practicum	3
SMC 483	Esports Communications Capstone	3
Newhouse Elective(s)		
Students will choose three credits of Newhouse based esports elective(s) in consultation with their advisor. The electives listed below are suggestions, but students are not limited to this list.		3
MMI 425	Advanced Media Business	
MMI 510	Topics in Media Entrepreneurship	
Topics: Entrepreneurial Thinking for Media Professionals, Esports and Entrepreneurship, Sports in the Metaverse		
SMC 210	Topics in Communications for Esports	
Students can choose additional 1-credit modules in non-required topics that could include: The Emotional Demands of Video Games, The Physical Demands of Video Games, The Social Experience of Video Games		
SMC 403	Sports Content for Social Platforms	
SMC 422	Sports Production	
Total Credits		19

Esports Media & Design

Code	Title	Credits
Required Courses		
CAR 101	Introduction to 3D Animation	3
CPS 196	Introduction to Computer Programming	3
VIS 237	Game Experience Design	3
VIS 337	Motion Graphics for Production	3
VIS 437	Design and World Building for Esports	3
VIS 487	Graphic Design Capstone	3
Electives		
Students will choose three credits of esports elective(s) in consultation with their advisor. The electives listed below are suggestions, but students are not limited to this list.		3
CAR 111	Introduction to Programming for Visual Art	
CAR 201	Intermediate 3D Animation	

CAR 230	Topics in Computer Gaming I
CIN 323	Cinematic Light & Lens
CSE 283	Introduction to Object-Oriented Design
CSE 384	Systems and Network Programming
MMI 365	Web Development & Design for Media
MMI 510	Topics in Media Entrepreneurship
Topics: Entrepreneurial Thinking, Esports and Entrepreneurship, Sports in the Metaverse	
MND 545	Virtual Reality Storytelling
SMC 422	Sports Production
TRF 441	Visual Effects for Live Action
TRF 445	Post-Production Practices
TRF 447	Animation for Film and TV
VIS 457	User Interface and User Experience (UI/UX) Design
VIS 467	Immersive Design
Total Credits	
21	

Undergraduate University Requirements

The following requirements and experiences apply to all Syracuse University Undergraduate matriculated degree programs.

- IDEA Course Requirement (<https://coursecatalog.syracuse.edu/undergraduate/idea-course-requirement/>)
- First Year Seminar (<https://coursecatalog.syracuse.edu/undergraduate/courses/fys/>)