

MKTG 4881, D, BUSINESS OF ESPORTS

FALL 2019, 3CR, AUGUST 14 – DEC 13, 2019

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COMPLETE THIS UNDER SURVEYS

WOLF PACT

Protecting the integrity of a degree from the Richards College of Business at the University of West Georgia is the responsibility of the administration, faculty, staff, and students of the college. Our mission is “To become a globally recognized college of business preparing forward-thinking, responsible leaders.” Responsible leaders are ethical leaders, and this behavior begins in the classroom. One of our Strategic Goals is to demonstrate “...commitment to the principles of honesty and integrity in interactions and undertakings, [and] accountability for personal behavior...”. As such, we have developed the Wolf Pact in an effort to promote and maintain the highest standards of integrity, professional behavior, ethical actions, and personal conduct.

The purpose of this pact is to maintain that a degree from the Richards College of Business at the University of West Georgia is held in high regard by all internal and external constituents, and that a degree from the University of West Georgia is as meaningful in the future as it is today.

I have reviewed the information in this syllabus, and I agree to abide by the policies stated. I will conduct myself in accordance with the RCOB Wolf Pact to protect the integrity of my degree and all those others who receive a degree from the Richards College.

Signature: _____

917#: _____

Date: _____

INSTRUCTOR INFORMATION

NAME:

Minna Rollins (D.Sc.)

OFFICE LOCATION:

Miller Hall, Department of Marketing and Real Estate

OFFICE HOURS:

Primary: virtual office hours by appointment Monday – Friday 8.00AM-5.00PM

On campus Tuesdays or Wednesdays 10.00-3.00pm

CONTACT INFORMATION:

Phone: 770-847-81-51, leave a message and your phone number

Communication Preference: CourseDen email

Email: mrollins@westga.edu

COURSE INFORMATION

DESCRIPTION

This course focuses on business side of eSports. During the course, the wide range of topics in the field of eSports will be explored such as sponsorships, betting, tournaments, and eSports at the collegiate level.

PREREQUISITES

MKTG 3803 (GPA 2.00 or above required 2.00 and College of Business Major/Minor)]

DELIVERY METHODS

Hybrid course (see the schedule)

In-class session on Tuesdays or Thursdays 9.30-10.45am, in Miller Hall 2329 (the first in-class session is on Thursday on August 15th)

Online via CourseDen

LEARNING GOALS

We will build on the following learning goals throughout the term:

- 1) Identify and understand the business terms and concepts that are significant within the field eSports and now the history of the eSports industry.
- 2) understand the relationships of the key actors in the eSports ecosystem and the global reach of eSports.
- 3) demonstrate how to apply and use these concepts.
- 4) demonstrate the preparation for entry into a career related to eSports.

TEXTBOOKS AND MATERIALS

TEXTBOOK 1

Scholz, Tobias (2019). *eSports is Business. Management in the World of Competitive Gaming*. Palgrave MacMillan.

COURSE MATERIALS

Lecture notes, videos, and article are located in CourseDen), no additional cost for students

COURSE POLICIES

COURSE DEN

Course is taught using CourseDen.

CLASS TECHNOLOGIES

MS Word, PowerPoint

ASSIGNMENTS

Syllabus quiz and assessing your learning

Syllabus quiz is a mandatory quiz. You have to take it during the first week of classes (August 14-18) and you have to receive 10/10 in order to continue in the class. You have **two** attempts.

Attendance and Participation in the class (15%)

There are both in-class sessions and online assignments in this course. You are expected to attend all class sessions (see: schedule) and participate in the discussion.

Attending the eSports event on and off campus (15%)

You are required to attend one eSport event on campus and one outside campus. You will report your attendance in the event within two days of the event via email (pictures and a 200 word summary of the event). Your professor will provide you a list of options to attend in fall semester after first week of classes.

Term paper (50%) and presentation (20%)

You will write a term paper (approximately 15 pages) on the selected topic and present to the class at the last week of classes. Your paper involves in data collection (interviews) from the people in eSports field. You will be closely advised by your professor during the process. The schedule shows the weeks you meet virtually or on campus with the professor about your term paper. The meetings are scheduled individually.

GRADING

Class participation	15%
Attending the eSports events	15%
Term paper	50%
Term paper presentation*	20%
<hr/> Total	<hr/> 100%

A 0-100 scale will be used for all the assignments and assessments. *There will be also the peer evaluation of the presentations.

COURSE CALENDAR

The list of events on and off campus will be given separately. They are not included in the course schedule.

WEEK 1, AUG 14-17

In-class, on Thursday Aug 15, 9.30-10.45am

- Orientation to the course and expectations
- Lecture: The emerge of eSports
- Guidelines for the term paper project

Online:

- Syllabus quiz (mandatory)
- Video

WEEK 2, AUG 18-23

Online:

- Recorded lecture: data collection and drafting the term paper
- History of eSports (ch2 from the book)
- Article, videos

WEEK 3, AUG 26-30

Online:

- Recorded lecture: eSports stakeholders and ecosystem
- Ch3 from the book
- Videos and news articles

WEEK 4, SEP3-6

- Recorded lecture: Governing Principles of eSports
- Ch4
- Video, articles

WEEK 5, SEP9-13

- Recorded lecture: Business model of eSports and future of eSports
- Ch 5&6
- Videos

WEEK 6, SEP16-20

- Submit two topics for your term paper via Assignments (due Sep 20, 11:59PM)
- Set up the meeting for week 7 with the professor

WEEK 7, SEP 23-27

- Working on your term paper: find 5 articles/news articles (Due by your meeting)
- Meetings with the professor (Wed or Thu)
- Share GoogleDrive or Dropbox folder with professor

WEEK 8, SEP 30-OCT4

- Working on your term paper: find new 5 articles/news articles
- Submit an abstract by Oct 4

WEEK 9, OCT 7-11

- Working on your term paper: data collection plan due (Oct 11, 11:59PM)
- Set up the meeting for week 10 with the professor

WEEK 10, OCT14-18

- Working on your term paper: find new 5 articles/news articles (by your meeting)
- Meetings with the professor (Wed or Thu)

WEEK 11, OCT 21-25

- Working on your term paper: writing results

WEEK 12, OCT 28-NOV1

- Working on your term paper: writing results

WEEK 13, NOV4-8

- The last draft due by your meeting
- Meetings with the professor (Wed or Thu)

WEEK 14, NOV 11-15

In- class on Tuesday, Nov 12, 9.30-10.45PM

- Presentations
- Evaluations of the presentations

WEEK 15, 18-22

- Meetings with the professor (Tue or Wed)
- Term papers due Nov 23

WEEK 16, THANKSGIVING BREAK

No assignments

WEEK 17, DEC 2-6

- Evaluations
- Submit the attendance forms via Assignments

UNIVERSITY-WIDE SYLLABUS INFORMATION:

Please review the "[Common Language for Course Syllabi](#)" for university-wide updates. Even if you have read it before, the most current information is maintained at this site.