Intro to Esports Marketing
3372-001

Name: Dr. Derek Walton
Email: derek.walton@sfasu.edu
Office: 403jj, McGee Business Building
Office Hours: M/W: 12:30PM – 2:15PM; T/R: 9AM – 12:15PM
Department: Management & Marketing
Class meeting time and place: BUS 455 11-12:15 Monday/Wednesday

Course Description
An integrative overview of the esports industry in terms of scope and boundaries with a marketing focus. The course will cover topics specific to export marketing including, but not limited to, unique aspects of the industry, spectator motivation, sponsorships, communication, analytics, and other current topics and events.

Program Learning Outcomes
Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses at http://www.sfasu.edu/cob/ug-plo.asp.

Student Learning Outcomes
1. Identify the marketing, esports, and business terms and concepts that are significant within the fields of esports marketing, to be measured by performance on examinations.
2. Understand the ideas and reasoning that underlie these concepts, to be measured by performance on examinations.
3. Demonstrate how to apply and use these concepts in esport Marketing, and/or business, to be measured by performance on examinations and the term project.
4. Demonstrate preparation for entry into a career in eports Marketing, to be measured by overall performance in meeting the course requirements.

Text and Materials
All materials are to be provided via D2L.

Grading Policy
The course grade for this class will be determined from the scores on the following exams and assignments.

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams</td>
<td>200 pts (2 exams = 100pts each)</td>
</tr>
<tr>
<td>EA FC Pro Open Event Analysis</td>
<td>200 pts</td>
</tr>
<tr>
<td>InStreamly Gaming Marketing Certificate</td>
<td>200 pts</td>
</tr>
<tr>
<td>Weekly Class Activities</td>
<td>200 pts (10 assignments x 20 pts)</td>
</tr>
<tr>
<td>Case Study (ex. Activation Marketing Plan)</td>
<td>200 pts</td>
</tr>
<tr>
<td>Total Points</td>
<td>1000 pts</td>
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Course Requirements:

Midterm and Final Exam
Alignment with Course Learning Objectives: #1, #2
Exams will primarily assess your knowledge of course concepts and your ability to perform certain specific skills specific to esport marketing. These exams will be made up of True/False, multiple choice, short answer, and essay questions. The exams will include material from the lectures, readings, and guest speakers. The final exam is not comprehensive.

EA FC Event Analysis
Alignment with Student Learning Objectives: #1, #2, #3
During the semester, students will be required to watch the EA FC Pro Open Championship. Students will be required to provide an in-depth analysis of the stakeholders involved, in addition to creating a conceptual model of the interactions between them to showcase the creation of value and the flow of money. More details to be provided.
InStreamly Gaming Marketing Certificate
Alignment with Student Learning Objectives: #1, #2, #3, #4.

InStreamly is a marketing service that helps brands connect with those in the gaming and esport space. InStreamly has assisted in the development of marketing campaigns for brands such as Adidas, KIA, Old Spice, and KFC to reach gen Z in the digital world. As part of this course, students will be required to complete their free Gaming Marketing Course in which you will receive a Gaming Marketing Certificate upon completion. The modules will be scaffolded throughout the semester. More details to be discussed.

Weekly Class Activities
Alignment with Student Learning Objectives: #1, #2, #3, #4.

For this to be a rewarding academic experience that is intellectually stimulating, everyone is required to contribute to the assigned in-class assignments/activities. This requires that students come to class prepared to participate in all in-class assignments actively/enthusiastically. Students will be evaluated on their contributions to the in-class assignments, in addition to the discussion that follows. Both the quality and quantity of the student’s work and contributions will be considered. In-class assignments are meant to be completed before the end of a particular class and are unable to be made up without appropriate documentation excusing the student from a missed class.

Esport Strategic Marketing Plan
Alignment with Student Learning Objectives: #1, #2, #3

The goal of the assignment is to complete a sponsorship activation case study involving various stakeholders in the esports industry. More details to be provided.

Attendance Policy

Attendance in class is meant to benefit you the student. Exposure to content in class is meant to benefit you the student. Exposure to content in class and are unable to be made up without appropriate documentation excusing the student from a missed class.

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Academic Integrity (4.1)
The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.

Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

Withheld Grades Semester Grades Policy (5.5)

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the coursework because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course to compute the grade point average. For additional information, go to https://www.sfasu.edu/policies/course-grades-5.5.pdf.

Students with Disabilities

To obtain disability-related accommodations, alternate formats, and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004

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(TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services promptly may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Please copy everything below and paste it into your course syllabus.

Student Wellness and Well-Being
SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

On-campus Resources:
The Dean of Students Office (Rusk Building, 3rd floor lobby) www.sfasu.edu/deanofstudents
936.468.7249
dos@sfasu.edu

SFA Human Services Counseling Clinic Human Services, Room 202  www.sfasu.edu/humanservices/139.asp
936.468.1041

The Health and Wellness Hub “The Hub”
Location: corner of E. College and Raguet St.

To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:

- Health Services
- Counseling Services
- Student Outreach and Support
- Food Pantry
- Wellness Coaching
- Alcohol and Other Drug Education www.sfasu.edu/thehub
936.468.4008
thehub@sfasu.edu

Crisis Resources:
- Burke 24-hour crisis line: 1.800.392.8343
- National Suicide Crisis Prevention: 9-8-8
- Suicide Prevention Lifeline: 1.800.273.TALK (8255)
- johCrisis Text Line: Text HELLO to 741-741

Tentative Topical Outline
(Subject to change based upon the needs of the class)

<table>
<thead>
<tr>
<th>Week</th>
<th>Module Content</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Jan 18th</td>
<td></td>
<td></td>
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<tr>
<td>Week 2</td>
<td>Welcome! What is Esport?</td>
<td>In-Class Assignment #1</td>
</tr>
<tr>
<td>Jan 22nd/24th</td>
<td></td>
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<tr>
<td>Week 3</td>
<td>History/Development of Esports</td>
<td>In-Class Assignment #2</td>
</tr>
<tr>
<td>Jan 29th / Jan 31st</td>
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Updated: August 2023
| **Week 4**  
| Feb 5th/Feb 7th | Game Publishers | In-Class Assignment #3 |
| **Week 5**  
| Feb 12th/Feb 14th | Teams, Pro Players, Influencers | In-Class Assignment #4 |
| **Week 6**  
| Feb 19th/Feb 21st | Branding in Esports | In-Class Assignment #5 |
| **Week 7**  
| Feb 26th/Feb 28th | Esport Consumers | In-Class Assignment #6 |
| **Week 8**  
| March 4th/ March 6th | Midterm Review and Exam | Midterm Exam |
| **Week 9**  
| March 11th/ March 13th | Spring Break | |
| **Week 10**  
| March 18th/ March 20th | Esport Sponsorship | In-Class Assignment #7  
| | | InStreamly Modules 1-3 |
| **Week 11**  
| March 25th / March 27th | Esport Sponsorship | In-Class Assignment #8  
| | | InStreamly Modules 4-6 |
| **Week 12**  
| April 1st / April 3rd | Sponsorship Activation | In-Class Assignment #9  
| | | InStreamly Marketing Certificate Due |
| **Week 13**  
| April 8th / April 10th | Event Organizers | In-Class Assignment #10 |
| **Week 14**  
| April 15th / April 17th | Project Development: Sponsorship Activation Plan | EA FC Event Analysis Paper Due |
| **Week 15**  
| April 22nd / April 24th | Project Development: Sponsorship Activation Plan | |
| **Week 16**  
| April 29th / May 1st | Final Presentations | Final Presentations |