

Esports Administration Minor

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The Esports core introduces students to the key concepts and skills that drive successful esports experiences in educational, recreational, and mass media environments. Whether analyzing how games create personal meaning, managing events, or navigating communication in complex organizations, students will develop a multifaceted toolkit to support careers in esports coaching, broadcasting, event planning, and youth engagement. Electives allow for practical specialization in marketing, event management, or coaching within the esports ecosystem.

Required:

LRNTECH 1200	Playgrounds to Pixels: Meaningful Gaming	3
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LRNTECH 2600	From Player to Leader: The Esports Experience	3
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Choose two of the following:		6
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COMM PR 4856/5856	Public Relations Special Events Planning	
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EDPSYCH 3300	Level Up: Gamified Learning Environments	
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RTNL 2150	Foundations of Youth Work	
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RTNL 3130	Marketing in Recreation, Tourism and Nonprofit Leadership	
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RTNL 3777/5777	Special Events Management	
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Choose two of the following:		6
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COMM 3055	Organizational Communication	
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COMM 3236	Ethics in Communication	
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COMM 4544/5544	Digital Culture and Communication	
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COMM DM 3660	Sports Journalism *	
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COMM PR 4858/5858	Sports Public Relations	
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Total Hours		18
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* COMM DM 3660 has a prerequisite of CM CORE 1001.

Related Programs

- Esports Administration Certificate
- Esports Coaching Certificate
- Recreation, Tourism, and Nonprofit Leadership B.A.