B.A. Esports

Academic Program Guide for New First-Year Students (Effective Fall 2024)

Department of Journalism (dorank@rowan.edu)

Students who entered Rowan University prior to Fall 2018 should follow the guide for their program and start year in consultation with their advisor.

Rowan University Graduation Requirements for all Majors / Degrees

- Students must complete at least 120 semester hours (sh) of coursework that apply to their Rowan University degree.
- Students must have a cumulative GPA of at least 2.0 in Rowan University coursework. (Transfer courses/credit do not count toward the RU GPA.)
- A minimum of 30 sh of coursework must be completed at/through Rowan University.
- Only grades of "D-" or above may apply to graduation/degree requirements. (Some programs may set higher minimums.)
- Students must meet the Rowan Core and Rowan Experience Requirements.
 - o An individual course can potentially satisfy one Rowan Core literacy and/or multiple Rowan Experience attributes.
 - Rowan Core & Rowan Experience designations are listed in course details in Section Tally (<u>www.rowan.edu/registrar</u>) and may also be searched on that site under "Attributes." A list of Rowan Core courses is here: https://confluence.rowan.edu/display/AS/Rowan+Core+Course+List.
- Students must apply for graduation and should do so for the term in which they will complete all program requirements.

Program-Specific Graduation Requirements for this Major / Degree

• Students must receive a grade of C- or better in all Major courses.

Rowan Core Requirements¹

Students must satisfy all six Rowan Core Literacies. A minimum total of 3 sh of coursework is required to satisfy each Literacy. With the exception of the 9 sh counted here for Communicative Literacy, credits attached to the courses in this section will apply elsewhere.

- (COML) Communicative Literacy: *Must be met by the following three courses or their official equivalents:*
- COMP 01111 College Composition I (3 sh) COMP 01112 College Composition II (3 sh) CMS 04205 Public Speaking (3 sh)
- (ARTL) Artistic Literacy Recommendation from major:
- (GLBL) Global Literacy Recommendation from major:
- (HUML) Humanistic Literacy Recommendation from major: JRN 02101
- (QNTL) Quantitative Literacy *Recommendation from major:*
- (SCIL) Scientific Literacy *Recommendation from major:*

Subtotal of credits counted in this section: 9 sh

Rowan Experience Requirements

Students must satisfy all three Rowan Experience attributes. Credits attached to the courses in this section will apply elsewhere.

- (LIT) Broad-Based Literature Attribute Recommendation from major:
- (WI) Writing Intensive Attribute *Recommendation from major:* SPRT 09410 (3 sh counts under major)
- (RS) Rowan Seminar Attribute² Recommendation from major:

Non-Program Courses (minimum 18 sh)

Courses in this section cannot be in the major department.

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
		•	•	Subtota	al: 18 sh

¹ The Rowan Core requirements are waived for transfer students with an earned A.A. or A.S. degree from a NJ community/county college.

² The Rowan Seminar requirement is waived for all students transferring 24 or more approved credits into Rowan University at the time of initial entry.

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Major Requirements (45-54)

SUMMARY OF MAJOR REQUIREMENTS

- 21 sh of Core Courses
- 24-33 sh of Concentration Courses
- 45-54 sh total

Core COURSES

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
SPRT 09201	Foundations of Esports				3
SPRT 09315	Esports Characters & Communities	Prereq: Foundations of Esports			3
SPRT 09319	Evolution of Esports	Prereq: Foundations of Esports			3
SPRT 09301-3	Internship Sports CaM I, II or III	Prereq: 60 sh and GPA 2.5			3
SPRT 09410	Senior Clinic in Esports I	Prereq: 90 sh			3
				Subtota	al: 15 sh

And take any two of these CORE courses:

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
ESBN 03250	Esports Operations and Strategy	Prereq: Foundations of Esports			3
ESBN 03280	Esports Funding and Financial Management	Prereq: Foundations of Esports			3
ESBN 03301	Esports Business Dev. and Sponsorships	Prereq: Foundations of Esports			3
ESBN 03350	Esports Metrics and Analytics	Prereq: Foundations of Esports			3
L				Subtota	al: 6 sh

CONCENTRATIONS (at least 24 sh) Students take a minimum of 24 credits in one of the following concentrations: Esports Communication, Esports Business, or Esports Computing.

Esports Communication

Course #	e four courses:	Course Designations / Notes	Sem/Yr	Grade	Credits
SPRT 09316	Esports Reporting	Prereq: Foundations of Esports		0.000	3
SPRT 09317	Esports Streaming & Social Platforms	Coreq: Foundations of Esports			3
SPRT 09318	Esports Coverage: Casting & Observing	Coreq: Foundations of Esports			3
JRN 02210	Journalistic Writing	(CCI)			3
				Subtot	al: 12 sh
	C .1			Cubica	
	e any one of these programs:				
Program #	Program Name	Course Designations / Notes	Sem/Yr	Grade	Credits
U138	Advertising & Graphic Design CUGS				12
U137	Game Media Design CUGS				12
M602	Journalism Minor				21
M601	New Media Minor				18
M620	Social Media Content and Strategies Minor				18
M505	Special Events Communication Minor				18
U134	Sports Media CUGS				12
C605	Communication Studies & Sports Concentration				12
C606	Sports Journalism Concentration				12
	Sports PR & Advertising Concentration				12
C607	opener in a raverability concentration				
C607 C608	RTF Sports Production Concentration				12

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Esports Business

Must take the two remaining two ESBN courses not taken in Core:

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
ESBN 03250	Esports Operations and Strategy	Prereq: Foundations of Esports			3
ESBN 03280	Esports Funding and Financial Management	Prereq: Foundations of Esports			3
ESBN 03301	Esports Business Dev. and Sponsorships	Prereq: Foundations of Esports			3
ESBN 03350	Esports Metrics and Analytics	Prereq: Foundations of Esports			3
	e any one of these programs: Program Name	Course Designations / Notes	Sem/Yr	Grade	Credits
Must complete Program # M510	e any one of these programs: Program Name Marketing Minor	Course Designations / Notes	Sem/Yr	Grade	Credits 21
Program #	Program Name	Course Designations / Notes +Any 2 Esports Comm. Courses	Sem/Yr	Grade	
Program # M510	Program Name Marketing Minor		Sem/Yr	Grade	21
Program # M510 U127	Program Name Marketing Minor Business Analytics CUGS	+Any 2 Esports Comm. Courses	Sem/Yr	Grade	21 18
Program # M510 U127 U107	Program Name Marketing Minor Business Analytics CUGS Management & Leadership CUGS	+Any 2 Esports Comm. Courses +Any 2 Esports Comm. Courses	Sem/Yr	Grade	21 18 18

Esports Computing

Must complete at least two of these programs:

Course #	Program Name	Course Designations / Notes S	Sem/Yr	Grade	Credits
U137	Game Media Design CUGS				12
U120	Fundamental Computing CUGS				12
U118	Mobile Application Development CUGS				12
-	·	· · · · ·		Subtota	al: 24 sh

Esports Recommended Free ELECTIVES (39-48 sh)

Students can use free electives to build an area of expertise or to earn a double Major, Minor, or Certificate(s) of Undergraduate Study.

	Free Electives for this Major/Degree (39-48 sh)							
	Students should choose Free Electives that satisfy any Rowan Core or Rowan Experience requirements that are not fulfilled by Major or Non-Program courses.							
Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits			
LL			1	Subtotal	: 39-48			

Total Program Credits Required for this Major / Degree: 120 SH