



Patrick Stubbins &lt;stubbinsp@sou.edu&gt;

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**Fwd: Potential New Esports Minor at SOU**

1 message

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**Jody Waters** <watersj@sou.edu>  
To: Patrick Stubbins <stubbinsp@sou.edu>

Tue, Apr 14, 2020 at 1:00 PM

----- Forwarded message -----

From: **Jeremiah Carlton** <carltonj@sou.edu>  
Date: Tue, Apr 14, 2020 at 11:53 AM  
Subject: Fwd: Potential New Esports Minor at SOU  
To: Jody Waters <watersj@sou.edu>

EMDA green light

**Kindest,  
Jeremy Carlton**

[he/him/his]

Lecturer

Southern Oregon University

School of Business, Communication, and the Environment

Office: Central Hall #121

Phone: 541-552-6499

Email: [carltonj@sou.edu](mailto:carltonj@sou.edu)

----- Forwarded message -----

From: **Robin Strangfeld** <strangfer@sou.edu>  
Date: Fri, Mar 27, 2020 at 10:57 AM  
Subject: Re: Potential New Esports Minor at SOU  
To: Robert Arellano <arellanor@sou.edu>  
Cc: Jeremiah Carlton <carltonj@sou.edu>

I was waiting for Bobby to say yes before I did. APPROVED!!

Robin

On Fri, Mar 27, 2020 at 10:51 AM Robert Arellano &lt;arellanor@sou.edu&gt; wrote:

Thanks, Robin. Go for it, **Jeremy**! (And please pardon my own earlier typos...)

Best,

Bobby

**Robert Arellano, Professor  
Oregon Center for the Arts  
Southern Oregon University**

On Fri, Mar 27, 2020 at 10:34 AM Robin Strangfeld &lt;strangfer@sou.edu&gt; wrote:

I think including EMDA 201, 202, and 203 would be great.

r.

Bobby

**Robert Arellano, Professor  
Oregon Center for the Arts  
Southern Oregon University**

On Fri, Mar 27, 2020 at 5:58 AM Robert Arellano <[arellanor@sou.edu](mailto:arellanor@sou.edu)> wrote:

Hi Jeremiah,

Thank you for this reminder — and it was a pleasure to meet you in person two weeks ago.

I did share this proposal with the rest of the EMDA faculty (cc'd) on March 9, and although we never got to discuss it in-person, I would like to say on our behalf that I think it's a great idea to include an EMDA course in the eSports minor, but I wonder if it wouldn't be more useful to students to have it be 202 (Sound & Narrative Design) or 203 (Coding & Interactive Design). Of course, if for whatever reason Business has specific interest in 201 (which is getting an update in the year ahead to include more animation), that's perfectly fine.

Fellas, any thoughts? I heartily say "Allow"!

Best,  
Bobby

**Robert Arellano, Professor**  
**Oregon Center for the Arts**  
**Southern Oregon University**

On Thu, Mar 26, 2020 at 3:48 PM Jeremiah Carlton <[carltonj@sou.edu](mailto:carltonj@sou.edu)> wrote:

Hi Robin and Robert,

Any word on allowing us to list EMDA 210 and EMDA 202 as a couple of additional elective options for the Esports minor? All of the other depts. are on board and I really need to move forward on this in order to get it to through various channels in the days ahead. We're under a bit of a time crunch. If we could get this approved we could pitch this to prospective students/parents as a viable option (note: with there being a massive upswing in online gaming given that most everyone is at home at the moment; this would be incredibly marketable). I would like to submit it first thing next week if able. Lastly, I so appreciate your time and consideration here. We've been working on this for almost a year and we are very close to seeing this become a reality. Any help is greatly appreciated.

**Kindest,**  
**Jeremy Carlton**

[he/him/his]

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On Mon, Mar 9, 2020 at 2:12 PM Robin Strangfeld <[strangfer@sou.edu](mailto:strangfer@sou.edu)> wrote:

Thanks Jeremiah,

The EMDA program is going to devote some time to this topic at a meeting in the near future. Bobby and I will share the outcome of the discussion with you in the coming weeks. Thanks so much for sharing your eSports Minor program with us. It is super helpful in our discussions.

Robin

On Sat, Mar 7, 2020 at 3:39 PM Jeremiah Carlton <[carltonj@sou.edu](mailto:carltonj@sou.edu)> wrote:

**Hi Robin & Robert,**

**I swung by the art building to see if I could touch base with y'all in person, but from what I gathered you may be out of town at the moment. The administrator over there encouraged me to email y'all. That said, my name is Jeremy and I teach over here in the SOU School of Business and am almost done piecing together a proposal to sport a university-wide interdisciplinary minor in "Esports Management" and was entertaining the idea of having a**

few of the EMDA courses as part of the elective options for this minor. Would y'all be ok with me listing EMDA 200/200R and 201/201R as elective options. As an elective option for this minor, I could see these as drivers for growth for y'all's program. Here is breakdown of the potential program at this time:

Esports Minor Curricular Breakdown:

**REQUIRED CORE COURSES (8 hours):**

**\*ESM 200 - Introduction to Esports Management (4 credits)**

ESM 200 – This course introduces students to the Esports industry and its respective history as a whole. The course will also consider how one might create and promote value within its infancy. This course will also tease out, at length, the turbulent nature of Esports as a young, varied, and growing industry. Lastly, this course will explore various models of event management, marketing, and innovation.

**\*ESM 201 - Contemporary & Ethical Issues in Esports (4 credits)**

ESM 201 – This course explores both contemporary and ethical issues relating, specifically, to gaming and the Esports industry as a whole. Through careful consideration, students will pour over case studies and articles that pertain to issues surrounding health, exploit, oppression, and representation. It is the aim of this course to encourage students to think both opportunistically and equitably about Esports as a field.

**ELECTIVE COURSE LISTING (20 hours required to complete minor):**

**EMDA 201 – Emerging Media and Digital Arts I (2 credits)**

Lectures focus on the fundamentals of visual narrative, design, and critical thinking about the creation of visuals in a digital age. EMDA 201 serves as a prerequisite or recommended course for several upper division classes in art, applied multimedia, computer science, photojournalism, and video production. (Core requisite[s]: EMDA 201R)

**EMDA 201R - Emerging Media and Digital Arts I Recitation (2 credits)**

Students complete a series of projects combining contemporary techniques in digital photography, graphic design, and illustration. (Core requisite[s]: EMDA 201)

**EMDA 202 - Emerging Media and Digital Arts II (2 credits)**

Focuses on the development of time-based media, including digital video and audio production. Serves as a prerequisite or recommendation course for several upper division courses in art, applied multimedia, computer science, photojournalism, and video production. (Core requisite[s]: EMDA 202R)

**EMDA 202R Emerging Media and Digital Arts II (2 credits)**

Students complete a series of projects exploring techniques in digital video, audio production, and digital storytelling. (Core requisite[s]: EMDA 202)

**COMM 200 – Communication Across Cultures (4 credits)**

Provides an introduction to cultural and intercultural communication. Students are exposed to a variety of ways in which cultures and

communication intersect through readings, lectures, and guest speakers from the multicultural community. Approved for University Studies (Explorations Strand E--Humanities).

**COMM 201 – Media Across Cultures (4 credits)**

Offers a critical evaluation of how media influence individual and societal perceptions, values, and behavior. Examines a variety of media systems and practices across cultures and contribute to individual and collective meaning; analyzes how that process shapes communication practices.

**PSY 317 – Personal and Social Adjustment (4 credits)**

Studies the processes contributing to human adjustment. Explores such topics as identity, self-concept, self-control, social relationships, feelings, conflicts and anxiety, sex role image, love, death, and fulfillment of human potential. Examines the influence of these topics on interpersonal effectiveness and satisfaction with life.

Prerequisite(s): [PSY 202](#).

**PSY 407 – Sustainable Compassion (4 credits)**

Our personal and professional lives demand endless care and compassion for those we serve. Yet we encounter inner psychological and structural barriers to compassion, including compassion fatigue, reductive biases, and aversion to suffering. This course will explore the theory and practice of Sustainable Compassion Training (SCT), which is a system of compassion and mindfulness meditation practices informed by neuroscience, social psychology, developmental psychology, cognitive psychology, and affective science. SCT draws on three modes of care?receiving care, deep self-care, and extending care?with the aim to realize more sustainable and inclusive compassion in our personal lives, our organizations, and our communities.Repeatable. Prerequisite(s): Junior standing or above.

**BA 330 – Principles of Marketing (4 credits)**

Introduces the establishment of a specific target market and the subsequent development of a product or service, pricing strategies, promotional strategies, and channels of distribution designed to satisfy the needs of the market. Prerequisite(s): Sophomore standing or above.

**BA 410 – Event, Meeting and Management (4 credits)**

Select to introduce students to a more specialized area of study focusing on events, meetings, conventions and exhibition planning. In-depth analysis of convention and exhibition planning will students an understanding of managerial strategies while embracing a functional and operational context which is transferable to every sector of the hospitality industry.

**\*ESM 299 – Special Studies: Esports Seminar Course (4 credits) (TBD)**

\*Designates new courses being offered at SOU

**I am hoping to submit the proposal in the next week or so; so any feedback is very much appreciated. If the EMDA 200/R&201/R won't work that's fine. I just thought that I would add them (if able) so that our Esports students might get**

**some knowledge and hands-on experience with respect to emerging media and digital arts exposure.**

**Attached you can find my pre-proposal comments.**

**Thank you for your and attention! It is very much appreciated.**

**Kindest,  
Jeremy Carlton**

[he/him/his]

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Robin Strangfeld

Chair of Creative Arts

Don't worry you can still make appointments and talk to me but I am moving to phone appointments. Please schedule an appointment with me via email. Once a time has been agreed upon please share your phone number and I will give you a call during this scheduled time. Thank you for being flexible and safe.

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Robin Strangfeld

Chair of Creative Arts

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Jody Waters, PhD

Associate Provost and Director of Graduate Studies

Associate Professor of Communication

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