

STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK



MASTER SYLLABUS

COURSE NUMBER – COURSE NAME
ESPT 300 – Esports Content Creation and Shoutcasting

CIP Code: 52.9999

For assistance determining CIP Code, please refer to this webpage
<https://nces.ed.gov/ipeds/cipcode/browse.aspx?v=55>
or reach out to Sarah Todd at todds@canton.edu

Created by: Nicholas C Kocher

**School of Business and Liberal Arts
Department: Business
Implementation Semester/Year: Fall 2025**

A. **TITLE:** Esports Content Creation and Shoutcasting

B. **COURSE NUMBER:** ESPT 300

C. **CREDIT HOURS** (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity):

# Credit Hours	3
# Lecture Hours per Week	3
# Lab Hours per Week	
Other per Week	

D. **WRITING INTENSIVE COURSE:**

Yes	
No	x

E. **GER CATEGORY:** None

F. **SEMESTER(S) OFFERED:**

Fall	x
Spring	
Fall and Spring	

G. **COURSE DESCRIPTION:**

In this course, students explore the fundamentals of content creation for Esports, including video production, streaming, and social media engagement. Students further explore the art of shoutcasting, learning the techniques needed to provide engaging and informative live commentary during Esports events.

H. **PRE-REQUISITES:** ENGL 101 and 45 credits earned

I. **STUDENT LEARNING OUTCOMES:**

Course Student Learning Outcome [SLO]	Program Student Learning Outcome [PSLO]	GER	ISLO & Subsets
a. Develop and execute content creation strategies for Esports audiences across popular social media platforms such as YouTube and Twitch.	4. Demonstrate proficiency in Esports management.	n/a	5
b. Demonstrate effective shoutcasting techniques, including play-by-play commentary and color commentary for Esports events.	1. Present and articulate thoughts, ideas, viewpoints, and conclusions	n/a	1 [O]

	both orally and/or in writing.		
c. Examine hardware and software used in Esports content creation and shoutcasting and determine how to deploy such resources as part of a content creation strategy.	2. Apply critical analysis to the theory and practice of Esports gaming and Esports management.	n/a	2 [PS]
d. Analyze audience engagement metrics to optimize content strategies for live streams and recorded media.	2. Apply critical analysis to the theory and practice of Esports gaming and Esports management.	n/a	2 [IA]
e. Work in student teams to host and shoutcast live Esports events.	4. Demonstrate proficiency in Esports management.	n/a	5

KEY	<u>Institutional Student Learning Outcomes</u> <u>[ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking <i>Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS]</i>
3	Foundational Skills <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

J. APPLIED LEARNING COMPONENT:

Yes	<input checked="" type="checkbox"/>
No	<input type="checkbox"/>

If yes, select [X] one or more of the following categories:

Classroom / Lab	<input checked="" type="checkbox"/>	Community Service	<input type="checkbox"/>
Internship	<input type="checkbox"/>	Civic Engagement	<input type="checkbox"/>
Clinical Practicum	<input type="checkbox"/>	Creative Works/Senior Project	<input type="checkbox"/>
Practicum	<input type="checkbox"/>	Research	<input type="checkbox"/>

Service Learning		Entrepreneurship [program, class, project]	
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- K. TEXTS:** OER and Library resources will be used.
- L. REFERENCES:** None
- M. EQUIPMENT:** NS 133 Esports Arena, Computer lab with video editing, and streaming equipment (microphones, cameras, stream control hardware)
- N. GRADING METHOD:** A-F
- O. SUGGESTED MEASUREMENT CRITERIA/METHODS:**
Assignments, Class Participation, Portfolio, Projects, Presentations.
- P. DETAILED COURSE OUTLINE:**
- I. Introduction to Esports Content Creation
 - A. Overview of platforms (e.g. Twitch, YouTube, TikTok)
 - B. Content creation best practices
 - C. Understanding Esports audiences
 - II. Video Production for Esports
 - A. Basics of video recording and editing
 - B. Streaming tools and software
 - C. Creating content for different Esports genres (FPS, MOBA, etc.)
 - III. Shoutcasting Fundamentals
 - A. Play-by-play vs. color commentary
 - B. Voice modulation and pacing
 - C. Analyzing gameplay and engaging the audience
 - IV. Advanced Shoutcasting Techniques
 - A. Working with a co-caster
 - B. Handling technical issues during live events
 - C. Engaging diverse audiences in global Esports setting
 - V. Esports Event Hosting and Production
 - A. Organizing and promoting an Esports event
 - B. Live streaming setup and event production
 - C. Metrics and post-event analysis
 - VI. Content Portfolio Development
 - A. Building a brand as an Esports content creator
 - B. Compiling a professional shoutcasting reel
 - C. Final portfolio presentation
- Q. LABORATORY OUTLINE:**
None