

COURSE OUTLINE

Digital Event Management

Course Description

ID 231. Digital Event Management. 1.5 credit hours. Prerequisite: ID 131 with a C or better. This course will enable the student to plan, deploy, and manage a small-scale digital/eSports event. The student will use industry standard equipment and software utilizing previously gained knowledge to deploy and manage a digital event based on campus.

Required Materials

For complete material(s) information, refer to <https://bookstore.butlercc.edu>

Butler-Assessed Outcomes

The intention is for the student to be able to do the following:

1. Plan eSports and digital events.
2. Analyze needs and costs for digital/eSports events.
3. Work as a group to host a local small-scale digital/eSports event.

Learning PACT Skills that will be developed and documented in this course

Through involvement in this course, the student will develop ability in the following PACT skill area(s):

Technology Skills

- Discipline-specific technology - Through the use of industry standard software and industry-based standards, the student will plan, deploy, and manage digital based events and eSports events.

Major Summative Assessment Task(s)

These Butler-assessed Outcome(s) and Learning PACT skill(s) will be demonstrated by the following:

1. Working with staff, department chairs/lead instructors, and professional staff to plan, deploy, and manage podcasts, streaming events, and other digital based events.
2. Working as a team to plan, deploy, and manage a small-scale digital event based in the ID3D Department.

Learning Units

- I. Digital event
 - A. Assessment
 - B. Planning
 - C. Deployment
 - D. Managing
- II. eSports event

- A. Assessment
 - B. Planning
 - C. Deployment
 - D. Managing
- III. Event set up
- A. Scope and need determination
 - B. Space needed
 - C. Equipment needed
 - D. Labor and other needs
- IV. Assessment of importance
- A. Important areas of concentration
 - B. Quiet areas
 - C. Personal meeting areas
 - D. Social activity areas
- V. Software needs
- A. Software choices
 - B. Software needed for event stations
- VI. Deployment of event
- VII. Reflection
- A. Changes
 - B. Successes
 - C. Failures
 - D. Future planning

Learning Activities

Learning activities will be assigned to assist the student in achieving the intended learning outcomes through lectures, class discussions, team research, individual research, readings, viewing tutorials and study material, quizzes, tests, and other activities at the discretion of the instructor. These activities may be either face-to-face or online.

Grade Determination

The student will be graded on the learning activities and assessment tasks. Grade determinations may include the following: class participation, projects, team and individual participation, research assignments, quizzes, tests, and other activities at the discretion of the instructor.