MCOM 4879 - Game Day Content Production

Fall 2026 Syllabus, Section 01, CRN 43775,

Credit hours: 3

Instructor

Adam Earnheardt

Email: acearnheardt@ysu.edu

Public Instructor Information

Instructor Title: Professor & Student Media Advisor
Instructor Professional Qualifications: Ph. D., Communication, Kent State University, 2007
Instructor Office Location: 2013 Bliss Hall
Instructor Office Phone: 330-941-1845

Course Description

4879. Game Day Content Production. Focus on producing attractive game day content for live events and TV audiences. This course guides students through the production process, focusing on strategic fan engagement. From inception to implementation and evaluation, students will gain practical experience in developing and managing impactful sports media projects. Prereq.: MCOM 1570 or MCOM 2624 or permission of instructor. Crosslisted with: CMST 4879. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Choose One	n/a	n/a	n/a

NO TEXTBOOK REQUIRED. Because the sports media industry evolves rapidly, a traditional textbook is outdated the moment it is printed. All required readings for this course will be provided via active links in the syllabus and on Blackboard. Readings will consist of industry reports, case studies, and articles from leading sports media outlets (e.g., Sports Video Group, Front Office Sports, Opendorse).

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24	The Evolution of the In-Venue Fan Experience (Sports Video Group)	The Modern Game Day Experience	Complete reading
8/31	Understanding the Live Sports Production Control Room	The Production Workflow & Control Room	Complete reading
9/7	How Sports Teams Use Social Media to Build Hype (Sprout Social)	Pre-Game Content & The Hype Machine	Complete reading
9/14	Daktronics: Best Practices for LED Display Content	In-Venue Production: The Videoboard	Complete reading
9/21	The Speed of Sports: Real-Time Content Strategy (Front Office Sports)	Real-Time Social Media & Highlight Clipping	Complete reading
9/28	Crafting the Perfect Post-Game Recap	Post-Game Storytelling	Complete reading Content Audit Assignment due
10/5	The Athlete's Guide to Brand Building (Opendorse)	Athlete Branding & NIL Integration	Complete reading
10/12	Fan Engagement in Sports (Subtext)	The Elements of Fan Engagement	Complete reading

10/19	How to seamlessly integrate sponsors into sports digital content (SponsorUnited)	Integrating Corporate Sponsors Naturally	Complete reading Social Media Plan for a Team on Game Day due
10/26	Social Media Fails in Sports and How to Avoid Them (PR Daily)	Crisis Communications on Game Day	Complete reading
11/2	Bridging the Gap Between Broadcast and In-Venue	Broadcast vs. In-House Production	Complete reading
11/9	Measuring Sports Social Media ROI (Hootsuite)	Analytics, Metrics, and ROI	Complete reading Athlete Branded Content Assignment due
11/16	How AI is Changing Live Sports Video (Sports Business Journal)	Emerging Tech in Game Day Media	Complete reading
11/23	No readings	Game Day Content Project Workshop	Prep for final project, group meeetings
11/30	No readings	Project Refinement & Dry Runs	Prep for final project, group meeetings
12/7	No readings	In-Class Client Presentations	In-Class Client Presentations (Groups)

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