

**SPM4905 – Name, Image and Likeness: College Athletes as Brands**

**Fall 2024**

**[3 credits]**

**Instructor:** Kristi A. Dosh, J.D.

**Office Hours:** 2:00 – 4:00 p.m. ET on Fridays, by phone. Number available on Canvas.

**Biography:** As a sports business reporter/analyst, Kristi Dosh has reported on everything from collective bargaining to endorsements to the finances of pro and intercollegiate athletics for outlets such as ESPN, Forbes, The Washington Post, SportsBusiness Journal and more.

Prior to joining ESPN, Kristi was a practicing attorney and a sports business analyst for Forbes, Comcast Sports Southeast and more. She founded BusinessofCollegeSports.com in 2010 and started the Business of College Sports podcast in early 2020.

Dosh is the author of business of college football, Saturday Millionaires: How Winning Football Builds Winning Colleges and a forthcoming book on NIL. Writing under the pen name Savannah Carlisle, she is also the author of a contemporary romance novel, The Library of Second Chances. She received her B.A. in Politics from Oglethorpe University (2003) and Juris Doctor from the University of Florida in 2007. Go Gators!

**Required Texts**

All readings will be provided on Canvas, no textbook purchase required.

This site will serve as a primary resource: <https://businessofcollegesports.com/name-image-and-likeness/>.

**Course Description**

Intercollegiate athletics is experiencing a major shift with the passage of new laws and rules governing the ability of student athletes to monetize their name, image and likeness (NIL). This class will serve as an introduction to NIL and the ways in which it's changing how athletic departments and brands interact with student athletes relative to personal branding and marketing opportunities.

**Course Learning Objectives**

Upon completing this course, students will:

- Understand what NIL rights are and how student athletes gained these rights
- Be aware of the current framework of laws, rules and regulations surrounding NIL rights in intercollegiate athletics
- Understand the different ways in which student athletes are monetizing their NIL
- Be aware of the marketplace developing around NIL and the types of businesses being created around it
- Develop an understanding of different strategies being employed by brands entering NIL deals with student athletes
- Have knowledge of current trends in NIL and what makes something newsworthy in this space

## KEY COURSE POLICIES

### *Instructor Interaction*

The best way to reach me is by messaging through Canvas. If, however, your question or request is urgent, you may also email me at [kdosh@ufl.edu](mailto:kdosh@ufl.edu). I check both my Canvas messages and my e-mail account regularly, but please do not expect a response after normal business hours or over the weekend. If I have not written back within two business days, feel free to follow up with me. As my email is considered a state public record, I do not discuss grades or any student records issues via e-mail. Please schedule a meeting with me to discuss these issues.

### *Late or Missed Work*

Deadlines for each assignment will be given and students are expected to meet them. Late assignments will automatically lose a full letter grade for each day it is late (e.g. B to a C). Some consideration, however, might be given (at the discretion of the instructor) if there are extenuating circumstances such as prolonged hospitalization, family death, or extended individual sickness; however, you need to notify the instructor before the deadline is missed, not after the fact.

### *Participation Policy*

Because this is an entirely online course, you are not expected to make an appearance anywhere at any time. However, you most certainly ARE expected to participate in the discussions and complete your quizzes and exam at the designated times.

### *Discussion Board Policy*

All discussion boards are open-resource; however, please avoid using random sites such as Wikipedia. **Your #1 resource should be the class lectures and suggested resources.** Also, open-resource does not mean you can copy and paste from another website unless you are quoting and citing it (and that should not amount to the majority of your discussion post), otherwise it will be considered plagiarism. Late submissions on any discussion board will result in point deductions for each day past the due date listed in the syllabus.

### *Email Policy*

As a state employee, my email is considered a public record, and can be requested via an open-records request. Because of this, you should not email things that you would be uncomfortable with anyone else reading (personal information, information about grades, ect.). In general, face-to-face meetings tend to take less time, and result in less confusion than emailed conversations. While you are welcome to email me, I may indicate that you need an in-person meeting depending on the complexity of the issue. Also, please be aware that email is considered formal communication, and it is important to practice professionalism. Make sure that you do not treat email as text (i.e., don't use text abbreviations) and never email something that you would not say to your boss' face.

### *University Honesty Policy*

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." [The Honor Code](#) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with me.

I will document and report all honor code violations, including cheating and plagiarism. The minimum penalty for a violation of the honor code is a zero on the assignment or exam, but may be higher depending on the severity of the violation.

***Use of AI***

The use of generative AI tools (such as ChatGPT, DALL-E, etc.) to produce writing for this course is not allowed unless you are instructed to use it as part of the assignment. Although there are some uses for AI that are acceptable in your future professional endeavors, you should master subject matter and processes yourself before using AI so that you can spot when it has performed or reported something incorrectly (which still happens regularly, especially with a topic as new as NIL). If a student is found to have used AI-generated content for an assignment where it was not expressly allowed, that student may fail the assignment.

***Professionalism***

I expect you to maintain a high level of professionalism in all of our interactions. This includes being courteous and respectful to all members of the course. When responding to others on the discussion board, you’re expected to treat others with respect, even if you disagree with their opinions.

***Students Requiring Accommodations***

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://www.dso.ufl.edu/drc>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

***Course Evaluation***

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu/evals>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

***Grading Policies***

The following table outlines the three (3) components of the course on which you will be evaluated.

Evaluation Components	% of Total Grade
Discussion Posts	35%
Assignments	50%
Final Exam /Project	15%

***Discussion Posts*** – There will be a discussion post activity after each module. You are to discuss/answer all of the topics posed in each discussion board. The goal for those discussion board posts is to start thinking more critically about the material. These discussion posts will require you to interact with a small group of your classmates—which will allow you to give and receive feedback. *Failure to adequately discuss/answer posed questions will result in a penalty to be decided solely by the instructor.*

***Grading Scale***

Any discrepancies with grades should be pointed out to the instructor before the last day of class. See the UF undergraduate catalog web page for information regarding current UF grading policies: [www.registrar.ufl.edu/catalog/policies/regulationgrades](http://www.registrar.ufl.edu/catalog/policies/regulationgrades).

The following table describes the grade scale and GPA impact of each letter grade. Minus grades are not assigned for this course.

Letter Grade	Percent Associated with Each Letter Grade	GPA Impact of Each Letter Grade
A	90.00-100%	4.0
B+	87.00-89.99%	3.33
B	80.00-86.99%	3.0
C+	77.00-79.99%	2.33
C	70.00-76.99%	2.0
D+	67.00-69.99%	1.33
D	60.00-66.99%	1.0
E	0-59.99%	0

### COURSE SCHEDULE:

It is HIGHLY recommended that you adhere to the following schedule as closely as possible. You will need to complete all activities for a given week by 11:59 pm the Sunday of each week. For example, all activities for Module 1 are due at 11:59pm on September 1, 2024. The course is set up so that you must move through each module sequentially. You will not be able to access Module 2 lectures etc.) prior to completing Module 1. It is HIGHLY recommended that you approach each module in the following order:

- Review the Discussion Posts so you can keep them in mind while you complete all the materials
- Watch and take plenty of notes on the lecture videos
- Complete the required reading and audio
- Complete Discussion Posts and/or Assignments

### STUDY TIPS FOR CLASS:

- Snowball your lecture notes. Begin studying lecture material immediately after the first lecture. Then, after the second lecture, begin your studies with day one lecture material. Continue this all the way up to the exam.
- Engage your classmates. This material is meant to be discussed...and you can't do that well with just yourself. Post questions to the discussion board. Exchange contact information and have a phone conversation. Post cool videos you find regarding related material to the discussion boards. ENGAGE!
- **CALENDAR ALL DUE DATES AND SET REMINDERS.** Google Calendar is a great resource for this. Please take the needed 15-20 minutes to set the dates on a calendar with appropriate reminders. You are all busy and you might understandably forget to submit a discussion post or take a quiz on time. This happens every semester and unfortunately, your grade will suffer unnecessarily. **PLEASE TAKE THIS BIT OF ADVICE SERIOUSLY.**

Module	Corresponding Period	Assignment/Quiz	Date Due
	<b>Orientation</b>		
		Review the Syllabus and Orientation	09/01/2024
		Take the Orientation Quiz	09/01/2024
		Post to the Introduction board	09/01/2024
<b>1</b>	<b>August 26 – September 1</b>		
	Topic: NIL Rights and History	Complete all Module readings & lectures	09/01/2024
		Post to discussion board	09/01/2024
<b>2</b>	<b>September 2 – September 8</b>		
	Topic: NIL Activities/Opportunities	Complete all Module readings & lectures	09/08/2024
		Post to discussion board	09/08/2024
<b>3</b>	<b>September 9 – September 15</b>		
	Topic: Personal Branding	Complete all Module readings & lectures	09/15/2024
		Post to discussion board	09/15/2024
		Personal branding assignment, Part I	09/15/2024
<b>4</b>	<b>September 16 – September 29</b>		
	Topic: Social Media Marketing	Complete all Module readings & lectures	09/29/2024
		Post to discussion board	09/29/2024
		Personal branding assignment, Part II	09/29/2024
		Personal branding assignment, Part III	09/29/2024
<b>5</b>	<b>September 30 – October 6</b>		
	Topic: Licensing	Complete all Module readings & lectures	10/06/2024
		Post to discussion board	10/06/2024
<b>6</b>	<b>October 7 – October 20</b>		

	Topic: Contracts	Complete all Module readings & lectures	10/20/2024
		Post to discussion board	10/20/2024
		Contract assignment	10/20/2024
<b>7</b>	<b>October 21 – October 27</b>		
	Topic: Notable NIL Deals & Brand Strategies	Complete all Module readings & lectures	10/27/2024
		Post to discussion board	10/27/2024
		Brand strategy assignment (carries over into Module 8 because of Spring Break)	10/27/2024
<b>8</b>	<b>October 28 – November 3</b>		
	Topic: The New NIL Economy	Complete all Module readings & lectures	11/03/2024
		Post to discussion board	11/03/2024
		Brand strategy assignment (from Module 7)	11/03/2024
<b>9</b>	<b>November 4 – November 10</b>		
	Topic: Effects on Athletic Departments	Complete all Module readings & lectures	11/10/2024
		Post to discussion board	11/10/2024
		Resume/Cover Letter Assignment	11/10/2024
<b>10</b>	<b>November 11 – November 17</b>		
	Topic: Looking to the Future	Complete all Module readings & lectures	11/17/2024
		Post to discussion board	11/17/2024
<b>11</b>	<b>November 18 – November 24</b>		
	Topic: NIL Startups	Complete all Module readings & lectures	11/24/2024
		Post to discussion board	11/24/2024
	<b>November 25 – December 1</b>	<b>THANKSGIVING BREAK</b>	
<b>Final Exam</b>	<b>December 2 – December 12</b>		
		Complete Final Exam	12/12/2024

### *UF Grading Policy*

<http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#grades> (Links to an external site.)  
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx> (Links to an external site.)

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### *Software Use*

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

### *Student Privacy*

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html> (Links to an external site.)

### *In-Class Recording*

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Policy on Course Syllabi 3 UF, Academic Affairs, July 28th, 2021 Honor Code and Student Conduct Code.

### [Campus Resources](#)

#### *Health and Wellness*

##### **U Matter, We Care:**

If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392-1575 so that a team member can reach out to the student.

**Counseling and Wellness Center:** <http://www.counseling.ufl.edu/cwc> ([Links to an external site.](#)), and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

##### **Sexual Assault Recovery Services (SARS)**

Student Health Care Center, 392-1161.

**University Police Department** at 392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/> ([Links to an external site.](#)).

#### *Academic Resources*

**E-learning technical support**, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml> ([Links to an external site.](#)).

**Career Resource Center**, Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.ufl.edu/> ([Links to an external site.](#)).

**Library Support**, <http://cms.uflib.ufl.edu/ask> ([Links to an external site.](#)). Various ways to receive assistance with respect to using the libraries or finding resources.

**Teaching Center**, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <https://teachingcenter.ufl.edu/> ([Links to an external site.](#)).

**Writing Studio, 302 Tigert Hall**, 846-1138. Help brainstorming, formatting, and writing papers. <https://writing.ufl.edu/writing-studio/> ([Links to an external site.](#)).

**Student Complaints Campus:** [https://www.dso.ufl.edu/documents/UF\\_Complaints\\_policy.pdf](https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf) ([Links to an external site.](#)).

**On-Line Students Complaints:** <http://www.distance.ufl.edu/student-complaint-process> ([Links to an external site.](#)).



