

SPM5185 - Name, Image, and Likeness: College Athletes as Brands

Fall 2024

[3 credits]

Instructor: Kristi 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 and the college athlete experience are undergoing seismic shifts as athletes gain control of their name, image and likeness and begin monetizing their personal brands for the first time. This class will serve as an introduction to name, image and likeness rules and laws, the ways both athletic departments and college athletes are adjusting to the changes and how college athletes can develop their personal brands and pursue both short-term and long-term 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 new economy developing around NIL and the types of businesses being created within this new framework
- Develop an understanding of different strategies being employed by brands entering NIL deals with student athletes
- Have knowledge of current trends in NIL

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. 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 10% for each day it is late. 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.** Late submissions on any discussion board will result in a one-point deduction 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, etc.). 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.

Professionalism

As PR students 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.

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.

Students Requiring Accommodations

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352392-8565, <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 professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-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.

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 | 94.00-100% | 4.0 |
| A- | 90.00-93.99 | 3.67 |
| 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 January 14, 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:

- Watch and take plenty of notes on the lecture videos
- Complete the required reading pages
- Complete Discussion Posts or Assignments

STUDY TIPS FOR CLASS:

- Snowball the 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 reminds. 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.**

Friendly Reminder: The instructor reserves the right, when necessary, to modify the syllabus, change examination and assignment dates, and modify the course content. Modifications will be announced on Canvas. Students are responsible for those changes.

| Module | Corresponding Period | Assignment/Quiz | Date Due |
|----------|-------------------------------------|---|------------|
| | Orientation | | |
| | | Review the Syllabus and Orientation | 09/01/2024 |
| | | Take the Orientation Quiz | 09/01/2024 |
| | | Post to the Introduction board | 09/01/2024 |
| 1 | August 26 – September 1 | | |
| | Topic: NIL Rights and History | Complete all Module readings & lectures | 09/01/2024 |
| | | Post to discussion board | 09/01/2024 |
| 2 | September 2 – September 8 | | |
| | Topic: NIL Activities/Opportunities | Complete all Module readings & lectures | 09/08/2024 |
| | | Post to discussion board | 09/08/2024 |
| 3 | September 9 – September 15 | | |
| | 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 |
| 4 | September 16 – September 29 | | |
| | 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 |

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|-----------|---|--|------------|
| | | Personal branding assignment, Part III | 09/29/2024 |
| 5 | September 30 – October 6 | | |
| | Topic: Licensing | Complete all Module readings & lectures | 10/06/2024 |
| | | Post to discussion board | 10/06/2024 |
| 6 | October 7 – October 20 | | |
| | Topic: Contracts | Complete all Module readings & lectures | 10/20/2024 |
| | | Post to discussion board | 10/20/2024 |
| | | Contract assignment | 10/20/2024 |
| 7 | October 21 – October 27 | | |
| | 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 |
| 8 | October 28 – November 3 | | |
| | 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 |
| 9 | November 4 – November 10 | | |
| | 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 |
| 10 | November 11 – November 17 | | |
| | Topic: Looking to the Future | Complete all Module readings & lectures | 11/17/2024 |
| | | Post to discussion board | 11/17/2024 |
| 11 | November 18 – November 24 | | |
| | Topic: NIL Startups | Complete all Module readings & lectures | 11/24/2024 |

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|-------------------|---------------------------------|---------------------------|------------|
| | | Post to discussion board | 11/24/2024 |
| | November 25 – December 1 | THANKSGIVING BREAK | |
| Final Exam | December 2 – December 12 | | |
| | | Complete Final Exam | 12/12/2024 |

Standard UF Policy Information and Links

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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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> (Links to an external site.). 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/> (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 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 Learningsupport@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 (Links to an external site.).

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