

Name, Image, and Likeness: Amateur Athletes as Brands

SPM5185 | 3 Credits | Spring 2026

Connect with
SPM



Course Info

INSTRUCTOR

Kristi Dosh, J.D.

Office Phone: 904-206-8824

Email: kdosh@ufl.edu

Preferred Method of Contact: **Email or Canvas messaging**

OFFICE HOURS

Fridays 2:00pm-4:00pm virtually or by virtual appointment individually

MEETING TIME/LOCATION

Access course through [Canvas](#) & the Canvas mobile app by Instructure

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.

REQUIRED MATERIALS

The Athlete's NIL Playbook, Kristi Dosh

COURSE FORMAT

This course is delivered through an online asynchronous format. While we will not meet at a designated time, students are expected watch videos, engage in exercises and discussions, and complete assignments by the deadlines provided in Canvas and listed on the syllabus.

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

Course & University Policies

ATTENDANCE POLICY

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

PERSONAL CONDUCT POLICY

University of Florida students are bound by the Honor Pledge. On all work submitted for credit by a student, the following pledge is required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Student Honor Code and Conduct Code (Regulation 4.040) specifies a number of behaviors that are in violation of this code, as well as the process for reported allegations and sanctions that may be implemented. All potential violations of the code will be reported to Student Conduct and Conflict Resolution. If a student is found responsible for an Honor Code violation in this course, the instructor will enter a Grade Adjustment sanction which may be up to or including failure of the course.

PROFESSIONALISM

As undergraduate 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 should treat others with respect, even if you disagree with their opinions.

EMAIL POLICY

As a state employee, my email is considered a public record, and can be requested via an open-records request. 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 someone's face.

LATE OR MISSED WORK AND MAKE-UP POLICY

Deadlines for each assignment will be given in advance, and students are expected to meet them. Late assignments will automatically lose 10% for each day they are late. Some consideration, however, may be given at the discretion of the instructor if there are extenuating circumstances; however, you need to notify the instructor before the deadline is missed, not after the fact.

Requirements for make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the [online catalog](#).

ACCOMMODATING STUDENTS WITH DISABILITIES

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the [Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

COURSE EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online. Students can complete evaluations in three ways: (1) The email they receive from GatorEvals, (2) Their Canvas course menu under GatorEvals, or (3) The central portal located here. Guidance on how to provide constructive feedback is available at the gator evals site. Students will be notified when the evaluation period opens. Summaries of course evaluation results are also available at the gator evals site.

UF ACADEMIC POLICIES AND RESOURCES

See the [UF Syllabus Policy Links page](#) for other academic policies and resources.

Grading

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

Evaluation Components	% of Total Grade
Discussion Posts (11)	35%
Assignments (5)	45%
Resume/Cover Letter	5%
Final Exam	15%

Assignments – There will be six (6) assignments throughout the course, each worth 100 points. The goal for these assignments is to get hands-on experience with the topics covered in the modules and apply what you’ve learned to real-life scenarios.

Discussion Posts – There will be a discussion post activity after each module, plus an introductory discussion. 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. You can find the grading rubric for this assignment in Appendix B.

* **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.

Final Exam – The final exam will consist of fifty (50) questions and will be cumulative, meaning it will test on ALL MODULES. Question formats *may* include: fill in the blank, multiple choice, multiple response, and true/false. Students are permitted to use notes and material, however, the assistance of another student and/or online searches are strictly forbidden. Exam questions are generated by the course instructor and the majority of focus should be given to the lecture notes when studying. Once accessed students will have 60 minutes to complete the exam.

GRADING SCALE

More detailed information regarding current UF grading policies can be found in the [UF Graduate Catalog](#).

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

SUCCESS AND STUDY TIPS

- 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.**
-

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 module by 11:59 pm the Sunday at the end of the module.** For example, all activities for Module 1 are due at 11:59pm on January 18, 2026. 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

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	01/18/2026
		Take the Orientation Quiz	01/18/2026
		Post to the Introduction board	01/18/2026
1	January 12-18		
	Topic: NIL Rights and History	Complete all Module readings & lectures	01/18/2026
		Post to discussion board	01/18/2026
2	January 19-25		
	Topic: NIL Activities/Opportunities	Complete all Module readings & lectures	01/25/2026
		Post to discussion board	01/25/2026
3	January 26 – February 1		
	Topic: Personal Branding	Complete all Module readings & lectures	02/01/2026
		Post to discussion board	02/01/2026
		Personal branding assignment, Part I	02/01/2026
4	February 2-15	TWO-WEEK MODULE	
	Topic: Social Media Marketing	Complete all Module readings & lectures	02/15/2026
		Post to discussion board	02/15/2026
		Personal branding assignment, Part II	02/15/2026
		Personal branding assignment, Part III	02/15/2026
5	February 16-22		
	Topic: Licensing	Complete all Module readings & lectures	02/16/2026
		Post to discussion board	02/16/2026
6	February 23 – March 1		
	Topic: Contracts	Complete all Module readings & lectures	03/01/2026

		Post to discussion board	03/01/2026
		Contract assignment	03/01/2026
7	March 2-8		
	Topic: The House Settlement & Revenue Sharing	Complete all Module readings & lectures	03/08/2026
		Post to discussion board	03/08/2026
8	March 9-15		
	Topic: Notable NIL Deals & Brand Strategies	Complete all Module readings & lectures	03/15/2026
		Post to discussion board	03/15/2026
		Brand strategy assignment	03/15/2026
	March 16-22	SPRING BREAK	
9	March 23-29		
	Topic: Working With Third Parties	Complete all Module readings & lectures	03/29/2026
		Post to discussion board	03/29/2026
10	March 30 – April 5		
	Topic: The New NIL Economy & NIL Startups	Complete all Module readings & lectures	04/05/2026
		NIL Business Plan	04/05/2026
		Post to discussion board	04/05/2026
11	April 6-12		
	Topic: Looking to the Future	Complete all Module readings & lectures	04/12/2026
		Post to discussion board	04/12/2026
12	April 13-19		
	Topic: Effects on Athletic Departments & Jobs in NIL	Complete all Module readings & lectures	04/19/2026
		Post to discussion board	04/19/2026
		Resume/Cover Letter Assignment	04/19/2026
Final Exam	April 20-29		
		Complete Final Exam	04/29/2026