# Reinhardt University Sport Studies Program

**SSP 298 Name, Image, and Likeness in Sport (3 Credits)**

# Course Syllabus – Fall 2023 Session I

**General Course Information**

**Class Time/Days:** ***Online Course via Canvas (Session I) August 14 – October 8)***

**Instructor:** Krista Mullins **Office:** Brown Gym 104

**Office Hours:** MW 8:30 – 9:00am & 11:00am – 12:00pm **Email:** krm@reinhardt.edu

## TR 8:30am – 9:30am **Cell:** 770-881-6697

Friday: 9:00am – 10:00am

# Course Communication

# The instructor will communicate with students using course announcements and email. Students with personal concerns or questions may contact the instructor via the course email option in Canvas. All email correspondence with instructor must be via the Reinhardt account (no personal email accounts). The instructor will respond to all emails within 24 hours and return all voicemails within 24-48 hours. Please provide your name, phone number, and a good time to return your call when leaving a voicemail.

# Catalog Course Description

This course, which explores a topic of contemporary interest in sport studies, is offered as needed to students with sophomore standing. This Special Topics course introduces students to the opportunities for using their name, image, and likenss. This course helps students to focus on building their personal brands by looking at opportunites, developing marketing strategies, and best practices and pitches to utilize NIL opportunities. No prerequisite although interest in sport business or a solid grounding in sport or athletics is beneficial.

# Sport Studies Online Course Expectations and Guidelines

* Asynchronous Delivery
  + Students complete the course fully online in asynchronous fashion
    - meaning students do not have to be online at the same time
* Weekly Requirements
  + You will be responsible for readings each week
  + Instructor provides a weekly Lecture that will be on Canvas related to the weekly readings
  + You will have weekly discussion/activities
  + You will have weekly quizzes based on lecture and reading material

# Text/Course Website

Text and Simulation: This course uses a digital textbook, quizzes, and practical assignments, as well as a simulation to bring into reality the methods for taking advantage of NIL opportunities. This will need to be accessed at <https://edify.stukent.com/app/login>

**Name, Image & Likeness/Mimic NIL Bundle (**Publisher: Stukent, Inc.)ISBN: 978-1-7374823-6-9

Author: Dr. Maribeth Kuzmeski  
 <https://www.stukent.com/higher-ed/mimic-nil/>

Course Eagle Web site: Canvas (<https://reinhardtuniversity.instructure.com/login/canvas>)

# Purpose of the Course

The purpose of the course is to introduce students to recognizing NIL opportunities, build their personal brands, and develop skills they can use to market their brand. Students will examine and create their own brand, development marketing plans, and create a pitch for businesses. NIL is a key aspect in college athletics at all levels in sport.

**Course Learning Outcomes**

Students completing this course should be able to:

1. Recognize potential opportunities available for student-athletes given the NIL guidelines. (SLO 4)
2. Describe the key metrics that can help motivate NIL deals. (SLO 1)
3. Create and conduct a personal brand audit. (SLO 2)
4. Define what a morality clause is and how it may impact NIL deals.. (SLO 3)
5. Conduct a personal brand SWOT analysis. (SLO 4)
6. Develop a persona brand statement (SLO 1)
7. Develop buyer personas for the segments of the best followers/fans (SLO 4)
8. Utilize strategies to gain more engagement/followers on social media platforms (SLO 1, 4)
9. Define what a brand hook is (SLO 4)
10. Create a personal brand elevator story (SLO 1, 5)
11. Develop a pitch to a business or individual (SLO 1, 5)
12. Create a media kit to present to potential businesses (SLO 1)
13. Recognize the key elements in a NIL contract (SLO 3, 4)
14. Design a communications calendar for NIL social media efforts (SLO 1, 4)
15. Create a NIL one-page marketing plan (SLO 1, 5)
16. Implement strategies for dealing with social media criticism (SLO 4)

# Sport Studies Program Goal

The Sport Studies Program is designed to develop graduates with a broad cultural perspective of sport, with practical skills suitable for employment in sport-related settings, and with ethical and moral characteristics suitable for assuming leadership roles in contemporary society.

# Sport Studies Program Outcomes

Students graduating with a degree in Sport Studies should be able to:

1. Communicate effectively in academic courses and internship/practicum placements as evidenced by written, spoken, and visual examples.
2. Exhibit personal integrity and leadership skills as evidenced by documented experiences in academic courses and internship/practicum placements.
3. Recognize moral and ethical issues associated with sport (from contemporary and historical perspectives).
4. Analyze social, cultural, and historical factors influencing the development of sport organizations, and the decision-making processes for sport leaders in those organizations.
5. Work collaboratively and in leadership roles in a sport-related professional career setting.

# Reinhardt University General Education Learning Outcomes addressed in this course:

Communication

* Students will demonstrate effective expression of ideas through writing, speech, and visual media.

Society and Culture

* Knowledge of the traditions of Western civilization.
* Knowledge of the diversity of societies and cultures; the ability to view themselves and the world from cultural and historical perspectives other than their own.

# Course Requirements/Assignments/Evaluation

|  |  |
| --- | --- |
| **Evaluation Procedures** | |
| **Graded Assignments** | **Percent**  **of Final Grade** |
| **Assignments** | **30%** |
| * Assignment 1: Brand Audit | 3.75% |
| * Assignment 2: SWOT Analysis & Brand Goals and Statement | 3.75% |
| * Assignment 3: NIL Entrepreneurial Opportunity Map | 3.75% |
| * Assignment 4: Buyer Persona & Audience Builder | 3.75% |
| * Assignment 5: Brand Differentiation & Merchandise Creation | 3.75% |
| * Assignment 6: NIL Pitch Formula | 3.75% |
| * Assignment 7: Media Kit | 3.75% |
| * Assignment 8: Communications Calendar / NIL Maketing Plan | 3.75% |
|  |  |
| **Forums** | **10%** |
| * Forum 1-4 | 2.5% each |
|  |  |
| **Quizzes** | **30%** |
| * Quizzes 1-10 | 3% each |
|  |  |
| **Simulation** | **20%** |
| **Exam** | **10%** |
| **Total** | **--------------** |
|  | **100** |

**Grade Scale**

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| --- | --- |
| **Grade** | **Percentage** |
| A | 90% and above |
| B | 80% to 89% |
| C | 70% to 79% |
| **NOTE: Sport Studies Majors must earn grade of C or higher in all majors required courses**  **Grade of D will earn 3 credits, but must be repeated for degree purposes** | |
| D | 60% to 69% |
| F | Below 60% |

**Academic Integrity**

Students are expected to adhere to the *Reinhardt University Honor Code* with regard to academic integrity. Instances of academic dishonesty (cheating, plagiarism, etc) will result in a course grade of “F” and any other penalties imposed by Reinhardt University. You will write three papers in this course – all must be original work. If you are unsure what constitutes plagiarism, please consult the instructor.

# Accommodation Statement and Academic Support

Students with disabilities who believe that they may need accommodation in this course are encouraged to contact the Academic Support Office as soon as possible to ensure that such accommodations are implemented in a timely fashion.

The Center for Student Success located on bottom floor of Lawson (room 035) is a free tutoring service available to all students. For appointments--go to Reinhardt webpage; click on “Academics” … when the next page appears, click Center for Student Success. On that screen, click Student Appointment Form. Fill out required fields and then submit. If you would prefer to call, the number is 770-720-9232.

<https://www.reinhardt.edu/academic-resources/academic-support-office/aso-student-guide/>

**Reinhardt Credit Hour Statement: 3 Credit Hour Class (Short Session)**

Classes meeting during a shortened session will have the same number of instructional minutes (2250 for a 3- hour class) as those taught in the 15-week semester. For instance, courses taught during the 8-week sessions will be scheduled for at least 280 minutes each week.

# Participation Requirements

# Students are required to login regularly to Stukent and Canvas. The instructor will monitor student activity within both. Students are required to participate in all course activities including online lectures, readings, assignments, quizzes, simulations exam, zoom meetings when applicable. It is recommended that students login to both Canvas and Stukent 4 to 5 times a week to monitor and participate in course activities.

# Technical Issues and Support

# Students needing technical support for Canvas, Microsoft 365, Reinhardt email, or any other technology related issue should contact Reinhardt IT at 770-720-5555 or [IT@reinhardt.edu](mailto:IT@reinhardt.edu).

# Students needing technical support for Stukent, please use the “Get Support” feature for assistance.

# Schedule of Class Sessions

* Dates/Topics are tentative and subject to change due to pace of course and instructor discretion
* Please see course calendar below

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| --- | --- | --- | --- | --- |
| **Week** | **Topic** | **Reading** | **Assignments/Forum/Quizzes-Exam** | **Name, Image & Likeness Simulation** |
| **1** Aug 14 -20 | **Build Your Brand for NIL Opportunities****Evaluate Your Brand** | **Chapter 1****Chapter 2** | **Activate Stukent Account** **Read Chapter 1 /Watch Online Lecture****Chapter 1 Quiz****Forum 1A and 1B****Read Chapter 2 /Watch Online Lecture****Assignment 1: Design Your Brand Audit****Chapter 2 Quiz** | **Introduction****Round 1** |
| **2** Aug 21 - 27 | **Define Your Brand** | **Chapter 3** | **Read Chapter 3 /Watch Online Lecture****Assignment 2: SWOT Analysis & SMART Brand Goals &** **Brand Statement****Chapter 3 Quiz** | **Round 2** |
| **3** Aug 28 – Sept 3 | **Your Entrepreneurial Opportunity** | **Chapter 4** | **Forum 2****Read Chapter 4 /Watch Online Lecture****Assignment 3: NIL Entrepreneurial Opportunity** **Map****Chapter 4 Quiz** | **Round 3** |
| **4** Sept 4 - 10 | **Your Target Audiences** | **Chapter 5** | **Read Chapter 5 /Watch Online Lecture****Assignment 4: Buyer Personas & Audience Builder****• Chapter 5 Quiz** | **Round 4** |
| **5** Sept 11 - 17 | **Your Brand Differentiation** | **Chapter 6** | **Forum 3****Read Chapter 6 /Watch Online Lecture****Assignment 5: Brand Differentiation & Merchandise Creation****Chapter 6 Quiz** | **Round 5** |
| **6** Sept 18 - 24 | **Making Your Pitch** | **Chapter 7** | **Read Chapter 7 /Watch Online Lecture****Assignment 6: NIL Pitch Formula (write Your Personal Brand/Elevator Story and Generate Your NIL Pitch)****Chapter 7 Quiz** | **Round 6** |
| **7** Sept 25 – Oct 1 | **Brand Presentation** | **Chapter 8** | **Forum 4****Read Chapter 8 /Watch Online Lecture****Assignment 7: Design a Media Kit****Chapter 8 Quiz** | **Round 7** |
| **8** Oct 2 – 7  **Oct 8** | **Your Marketing Plan****Your Brand Beyond College** | **Chapter 9****Chapter 10** | **Read Chapter 9 /Watch Online Lecture****Assignment 8: Communications** **calendar / NIL** **Marketing Plan****Chapter 9 Quiz****Read Chapter 10 /Watch Online Lecture****Chapter 10 Quiz**  * ***Final Exam Due*** | **Round 8** |