NIL Design & Development

PUR 4932 | Spring 2024

College of Journalism & Communications

University of Florida

Instructor: Robert Judin

Classroom: M/W MAEB 0234 | Friday Zoom

Meet: M/W/F from 4:05 pm to 4:55 pm

Office Hours: By Appointment Only (via Zoom)

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Overview and Objectives

NIL Design & Development takes a microscope to the world of collegiate athletics and its evolution in the new world of Name, Image, and Likeness — specifically in the areas of Public Relations and creative content. This course will examine the brand development and equity collegiate athletes establish through the utilization of public relations, logos, athletic performance, social media, media relations, and creative content.

Course Learning Objectives

Upon the successful completion of this course, students will be able to:

(1) Identify, analyze, and construct foundational brand elements.

(2) Construct and execute public relations campaigns for athletes.

(3) Construct and execute creative content calendars for athletes.

(4) Develop visual storytelling skills to increase brand awareness for athletes.

(5) Provide brand uniformity across social media outlets.

(6) Utilize social media techniques to elevate athletes' brand equity.

(7) Create brand value for athletes as valuabler corporate sponsorship partners.

(8) Conceive and create effective PR and brand strategies to drive revenue.

(9) Sustain athlete brand power and momentum through crisis management.

(10) Utilize traditional media to effectively & passively build athletes' brands.

Office Hours

Office hours can be set up via email request conducted online, and/or recorded for access by all (unless a private or in-person meeting is requested).

Course Readings

There is no book required for this course, but reading materials will be assigned weekly throughout this course.

Course Grades

The Following table outlines the point-accruing components of the course. The total points earned from each component will be summed and divided by the total points possible in the course.

Evaluation Components	Points Per Componenet	Points Per Componenet
Content Quizzes (10)	15 points Each = 150 pts	15%
Individual Projects (10)	15 points Each = 150 pts	15%
In-Class Group Projects (10)	15 points Each = 150 pts	15%
Online Discussions (10)	15 points Each = 150 pts	15%
NIL Developmenet Project (1)	100 pts	10%
Group Final Exam Project (1)	200 pts	20%
Attendance	100 pts	10%
Total	**1,000 pts**	**100%**

Assignment Descriptions

Content Quizzes (10 Assignments, 15 points per assignment):

The 10 quizzes assigned throughout the course will refer back to the content being discussed in class at that particular time. Questions from prior topics discussed may appear as extra credit opportunities.

Individual Projects (10 Assignments, 15 points per assignment):

Throughout the course, students will be required to complete 10 individual projects regarding the content being discussed. These projects will help build the necessary skills required for the individual Athlete NIL Development Project and the Final Exam Group Project.

In-Class Group Projects (10 Assignments, 15 points per assignment):

Students will be given ample time in class to break off into groups and complete varying projects related to the course material from that specific module. Full group participation is required. Failure to attend class will result in an automatic zero for the project. If a valid doctor's note is provided to excuse the absence, the student may complete the assignment individually and submit it via Canvas.

Online Discussions (10 Assignments, 15 points per assignment):

Students will be required to submit an original post and respond to at least one classmate per online discussion in the course's online forum regarding the content being discussed each week. Answers must be original and substantial to count for full credit. Failure to post or copied answers will result in a ZERO-point grade. Posts can partially serve to respond to another student's post but must also contain new and unique ideas, takes, and examples not previously used by another student.

Athlete NIL Development Project (100 points):

Students will be assigned a collegiate athlete from a school other than the University of Florida. They will be required to research the athlete and conduct a brand audit, being able to identify the strengths and weaknesses of the athlete's brand. Students will be asked to produce a brand presentation to grow and develop the athlete's Name, Image, and Likeness. The presentation will include their audience demographics, new brand elements, a social media plan with measurable goals, potential sponsors, and campaign breakdowns. Projects will be presented at the end of the semester.

Group Final Exam Project (200 points):

Students will be assigned groups and will be given a hypothetical situation regarding fictional collegiate athletes with varying problems — each of which will require specific solutions using public relations. Each student will be required to fill a specific role on the fictional athlete's PR team, and the group as a whole will present at the end of the semester with their plan to protect and/or grow the athlete's image to then maximize the power of their NIL.

Attendance (100 points):

Attendance is mandatory. Any unexcused absence will result in a proportional deduction of points.

Grading

Grades will be rounded up or down to the nearest whole number for grading purposes.

A	**935-1,000**	**A-**	**895-934**
B+	**865-894**	**B**	**825-864**
B-	**795-824**	**C+**	**765-794**
C	**725-764**	**C-**	**695-724**
D+	**665-694**	**D**	**625-664**
D-	**595-624**	**E**	**0-594**

Course Outline

Intro to the Class	• Defining the world "brand" • Defining "Name, Image, and Likeness" • Class overview & expectations • Examing state of NIL in college sports
Module 1: Athlete Case Studies	• Analyzing success stories & failures • Dissecting strategies • Reviewing campaigns
Module 2: Logos & Brand Elements	• Purpose of a logo • Logo's impact on athletes' stories • Creating logos and brand elements • Establishing brand standards
Module 3: Social Media Uniformity	• Social media as a digital resume • Making the brand easy to find • Establishing presence through synergy

Module 4: **Creative Content**	• What do fans want to see? • Content calendars • How to engage through content • Multimedia balance and execution
Module 5: **Building an Audience**	• Identifying your audience • Introducing your brand & story • Follower growth • Role of creative content
Module 6: **Developing an Audience**	• Refining your audience • Crafting intentional messages • Evolving relationship with audiences • Social media platform specific roles • Campaign importance
Module 7: **Social Media Conduct**	• What to post • How to post • When to post • Using social media as a tool
Module 8: **Sponsorships**	• Understanding the goals • The role of creative content • Building NIL to attract sponsors • Executing deliverables
Module 9: **How To Leverage an Audience**	• Expanding your image • New brand opportunities • NIL growth
Module 10: **The Power of Saying No**	• Playing defense for your brand • Creating "insurance" for your brand • Understanding the implications of NIL
Module 11: **The Media Tool**	• Forming relationships • Controlling the message • Understanding news cycles • Indirect NIL growth
Module 12: **Legal Side of Creative**	• Trademarks and copyrights • Cease and desist letters • Understanding monetization • Protecting your image
Module 13: **Handling a Crisis**	• Identify & understand the problem • How do you "spin" it? • Controlling the narrative • Riding "the wave" • Learning opportunities
Module 14: **Final Exam**	• Group Project • NIL Development Project

Late Work

You are responsible for all material covered or assigned. Your grade on late assignments will drop one letter grade for every day they are late. If a technical problem occurs that prevents timely submission of an assignment, you should first contact your instructor and/ or TA and then the UF Help Desk. Follow up with an email to the instructor that includes an update and Help Desk Ticket #.

Academic Integrity

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. For more information visit the Honor Code web page at http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/ or contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

Students with Disabilities

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

Diversity

In this course, we will respect and listen to one another. No instructor, teacher, student, or guest speaker shall allow or display the disrespect of any person based on gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, or culture. If such an act is observed, or if you feel and believe the environment can be more inclusive or foster a more positive outlook toward diversity, please let me know. Please also let me know if you feel the course can be fine tuned to be more accepting of you, other students, or other student groups.

The material taught in this course will touch on real life events and could lead to sensitive discussions. Everyone involved in this course will respect one another and allow every voice and opinion to be heard. Trust and safety are paramount. We will respect each other's emotions and be aware of our own. If you feel you wish to speak up regarding an issue of diversity or inclusion, please feel free to reach out to me directly, and we will work together to solve it and allow you to express your concerns — whether one-one-one, in front of the class, or with a trusted academic advisor, a trusted faculty member, or with a peer.

Course Evaluations

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/.

Course Grading

Students will be graded in accordance with UF policies for assigning grade points as articulated in the link that follows. https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

U Matter, We Care

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center.

*NOTE: Topic schedule subject to change based on guest availabilities and other factors. There will be no change in project due date or the midterm examination.