



PUR4243 – Industry Perspectives:
College Athletes – NIL Spring 2026
[1 credit]

INSTRUCTOR: Kristi Dosh, J.D.

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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 book on NIL, *The Athlete's NIL Playbook*. Writing under the pen name Savannah Carlisle, she is also the author of several contemporary romance novels. 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

The Athlete's NIL Playbook, K. Dosh

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

College of Journalism and Communications Objectives

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
- present images and information effectively and creatively, using appropriate tools and technologies;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;

- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- effectively and correctly apply basic numerical and statistical concepts;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply tools and technologies appropriate for the communications professions in which they work

COURSE COMMUNICATIONS: General questions for the course should first be posted to the general discussion board. If your questions are not sufficiently answered, then please email the instructor through the email tool for the course management system.

COURSE POLICIES

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 & QUIZ POLICY: All discussion boards and quizzes are open-resource; however, please avoid using random sites such as Wikipedia. Your #1 resource should be the class lectures. Late submissions on any discussion board or quiz will result in point deductions for each day past the due date listed in the syllabus.

EXAM POLICY: There will be one (1) exam during this semester. THERE IS A ZERO TOLERANCE POLICY FOR MISSED EXAMS. IF YOU MISS THE EXAM, YOU HAVE CHOSEN TO ACCEPT A ZERO FOR THAT EXAM.

MAKE-UP POLICY: An unexcused, missed exam will result in a zero on the exam (this includes contacting the instructor after the exam if you are ill). If you are sick or have an emergency that prevents you from taking the exam at the scheduled time, it is your

responsibility to contact the instructor as soon as possible. Documentation of the illness or emergency will be required. If you need to schedule a make-up exam, please email the course instructor giving a detailed explanation and attaching any documentation that verifies your reasoning. A make-up exam will be given at the sole and absolute discretion of the instructor. Scheduling a make-up exam is the responsibility of the student and should be done—if at all possible—before the scheduled exam time. If you have a serious emergency or death, please contact the [Dean of Students Office](#) and they will contact your instructor so that you do not have to provide documentation of the emergency/death in order to get a make-up exam. A make-up exam is NOT permitted for the following reasons (among others): family vacation, sporting event travel, attending weddings (unless you are IN the wedding), having exams in other classes on the same day. Requirements for class attendance and make-up exams, assignments, and other work are consistent with the [university policies](#).

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.

UF POLICIES

UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES: Students requesting accommodation for disabilities must first register with the [Dean of Students Office](#). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exam. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.



UNIVERSITY POLICY ON ACADEMIC MISCONDUCT: Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the [UF Student Honor Code](#).

NETIQUETTE - COMMUNICATION COURTESY: All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. Please consider the following pointers for emailing your course instructor and/or interacting with fellow students in the discussion boards:

- Send your email to the address preferred by your instructor. For this course, your instructor prefers to be contacted with the email tool in the course management system.
- Keep your message as clear and concise as possible. Reading a three-page dissertation on the importance of your family vacation is not fun for anyone except your mother.
- All uppercase letters indicates shouting...PLEASE AVOID THIS UNLESS YOU ARE EXTREMELY HAPPY!
- Refrain from profanity in your message, even if it is meant to be humorous.
- Refrain from using texting abbreviations such as OMG or BTW.
- Close your emails respectfully and politely.
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Please review the [Netiquette Guide for Online Courses](#).

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

GETTING HELP

For issues with technical difficulties, please contact the [UF Help Desk](#) at:

- helpdesk@ufl.edu
- (352) 392-HELP - select option 2
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Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from Helpdesk when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a makeup.

Other resources are available at [Student Help](#) for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course can submit a [Student Complaint](#).

GRADING POLICIES

The following table outlines the five (5) components of the course on which you will be evaluated.

Evaluation Components	% of Total Grade
Discussion Posts	45%
Personal Statement	10%
Brand Strategy	15%
NIL Pitch	15%
Final Exam	15%

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 shall be 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. The exam will need to be completed between the time period of April 20-29, 2026. Once accessed you will be given 60 minutes to complete the exam.

Discussion Posts – There will be a discussion post activity after each module, with the exception of Module 8. 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.

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 ET the Sunday of each week, unless it's a two-week module. For example, all activities for Module 1 are due at 11:59pm ET 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:

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

STUDY TIPS FOR CLASS:

- Read the posted material BEFORE you watch a lecture.

- 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!
- If there is something in the reading that was NOT in lecture, you are not expected to know it.
- [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	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 statement assignment	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
5	February 16-22		
	Topic: Notable NIL Deals	Complete all Module readings & lectures	02/22/2026
		Post to discussion board	02/22/2026
6	February 23 – March 1		
	Topic: Brand Strategies	Complete all Module readings & lectures	03/01/2026
		Post to discussion board	03/01/2026
		Brand strategies assignment	03/01/2026
7	March 2-15	TWO WEEK MODULE	
	Topic: Pitching NIL Stories	Complete all Module readings & lectures	03/15/2026
		Post to discussion board	03/15/2026

	March 16-22	SPRING BREAK	
8	March 23-29		
	Topic: The House Settlement	Complete all Module readings & lectures	03/29/2026
		Submit pitch	03/29/2026
9	March 30 – April 5		
	Topic: The New NIL Economy	Complete all Module readings & lectures	04/05/2026
		Post to discussion board	04/05/2026
10	April 6-12		
	Topic: Effects on Athletic Departments	Complete all Module readings & lectures	04/12/2026
		Post to discussion board	04/12/2026
11	April 13-19		
	Topic: Looking to the Future	Complete all Module readings & lectures	04/19/2026
		Post to discussion board	04/19/2026
Final Exam	April 20-29		
		Complete Final Exam	04/29/2026