#### **MKTG 000 – NAME, IMAGE & LIKENESS: Personal Branding Strategies for Student-athletes**

#### **Instructor Information**

#### **Name: Office Phone:**

#### **Email: Office Location:**

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#### **Welcome to NIL: Personal Branding!**

#### Whether you are a star student-athlete playing in a high-profile sport or a walk-on, there are now vast opportunities for using your name, image, and likeness (NIL) that are potentially lucrative. In order to take advantage of NIL opportunities, student-athletes need to focus on building their strong, positive, and engaging personal brands. Student-athletes today can command attention from businesses, organizations, and individuals by flexing their influence, popularity, and name, image, and likeness.

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#### This course will detail opportunities, marketing strategies, best practices, pitches, and how to capitalize on these new NIL opportunities while you are a student-athlete and beyond.

#### **Texts and Materials**

#### 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. All of this can be accessed at <https://edify.stukent.com/app/login>.

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#### **Learning Objectives**

#### Recognize potential opportunities available for student-athletes given the new NIL guidelines for NCAA student-athletes

#### Describe the key metrics that can help motivate NIL deals

#### Conduct a personal brand audit

#### Define what a morality clause is and explain how it may impact deals

#### Conduct a personal brand SWOT analysis of individual strengths, weaknesses, opportunities, and threats

#### Develop a personal brand statement

#### Develop buyer personas for the segments of the best followers and fans

#### Utilize strategies to gain more engagement and followers on social media

#### Define what a brand hook is

#### Write a personal brand elevator story

#### Develop a pitch to a business or individual

#### Create a media kit to present to businesses

#### Recognize the key elements to look for in a contract

#### Design a communications calendar for NIL social media efforts

#### Create a NIL One-page Marketing Plan

#### Implement smart strategies for dealing with potential social media criticism

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#### **Quizzes**

#### It is suggested that each quiz be completed prior to assignments, projects, and simulation sections for the week. Completing quizzes at the top of the week helps ensure that students understand the concepts from the text and lectures before applying them to assignments, the course project, and the simulation.

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#### **Exam**

#### There will be a final exam that consists of true/false and multiple-choice questions taken from the quiz questions.

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#### **Grading Policy**

#### The assessment and grading system is intended to reflect student learning and performance.

#### Assignments 50%

#### Simulation 10%

#### Quizzes 20%

#### Exam 20%

**Disability Acts and Sexual Harassment Clauses**

[Insert your school’s statement on disability acts and sexual harassment clauses]

#### **Course Schedule for 1 Credit Class**

| **Week** | **Topic** | **Reading** | **Assignments/Project/Quizzes/Exam** | **Mimic Name, Image & Likeness Simulation** |
| --- | --- | --- | --- | --- |
| **1** | **Build Your Brand for NIL Opportunities****Evaluate Your Brand** | **Chapter 1****Chapter 2** | **• Activate Stukent account** **• In-class Discussion/Activities****• 1.1****• Chapter 1 Quiz****• Design Your Brand Audit****• In-class Discussion/Activities****• 2.1****• Chapter 2 Quiz** | **Introduction****Round 1** |
| **2** | **Define Your Brand** | **Chapter 3** | **• Create Your SWOT Analysis****• Set SMART Brand Goals****• Create Your Brand Statement****• In-class Discussion/Activities****• 3.1****• Chapter 3 Quiz** | **Round 2** |
| **3** | **Your Entrepreneurial Opportunity** | **Chapter 4** | **• Design Your NIL Opportunity**  **Map****• In-class Discussion/Activities****• 4.1****• Chapter 4 Quiz** | **Round 3** |
| **4** | **Your Target Audiences** | **Chapter 5** | **• Create Buyer Personas****• Create Your Audience Builder****• In-class Discussion/Activities****• 5.1****• Chapter 5 Quiz** | **Round 4** |
| **5** | **Your Brand Differentiation** | **Chapter 6** | **• Create Your Brand Differentiation****• Design Your Own Merchandise****• In-class Discussion/Activities****• 6.1****• Chapter 6 Quiz** | **Round 5** |
| **6** | **Making Your Pitch** | **Chapter 7** | **• Create Your Personal Brand Story****• Generate Your NIL Pitch****• In-class Discussion/Activities****• 7.1****• Chapter 7 Quiz** | **Round 6** |
| **7** | **Brand Presentation** | **Chapter 8** | **• Design a Media Kit****• In-class Discussion/Activities****• 8.1****• Chapter 8 Quiz** | **Round 7** |
| **8** | **Your Marketing Plan****Your Brand Beyond College** | **Chapter 9****Chapter 10** | **• Design a Communications**  **Schedule****• Develop a One-page NIL**  **Marketing Plan****• In-class Discussion/Activities****• 9.1****• Chapter 9 Quiz****• In-Class Discussion/Activities****• 10.1****• Chapter 10 Quiz** | **Round 8** |

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#### **Course Schedule for 3 Credit Class**

| **Week** | **Topic** | **Reading** | **Assignments/Project/Quizzes/Exam** | **Mimic Name, Image & Likeness Simulation** |
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| **1** | **Build Your Brand for NIL Opportunities** | **Chapter 1** | **• Activate Stukent account** **• In-class Discussion/Activities****• 1.1****• 1.2****• Chapter 1 Quiz** |  |
| **2** | **Evaluate Your Brand** | **Chapter 2** | **• Design Your Brand Audit****• In-class Discussion/Activities****• 2.1****• 2.2****• Chapter 2 Quiz** |  |
| **3** | **Define Your Brand – Part I** | **Chapter 3** | **• Create Your SWOT Analysis****• In-class Discussion/Activities****• 3.1****• Chapter 3 Quiz** |  |
| **4** | **Define Your Brand – Part II** | **Chapter 3** | **• Set SMART Brand Goals****• Create Your Brand Statement****• In-class Discussion/Activities****• 3.2** |  |
| **5** | **Your Entrepreneurial Opportunity** | **Chapter 4** | **• Design Your NIL Opportunity**  **Map****• In-class Discussion/Activities****• 4.1****• 4.2****• Chapter 4 Quiz** |  |
| **6** | **Your Target Audiences –** **Part I** | **Chapter 5** | **• Create Buyer Personas****• In-class Discussion/Activities****• 5.1** | **Introduction** |
| **7** | **Your Target Audiences –** **Part II** | **Chapter 5** | **• Create Your Audience Builder****• In-class Discussion/Activities****• 5.2****• Chapter 5 Quiz** | **Round 1** |
| **8** | **Your Brand Differentiation – Part I** | **Chapter 6** | **• Create Your Brand Differentiation**  **Formula****• In-class Discussion/Activities****• 6.1** | **Round 2** |
| **9** | **Your Brand Differentiation – Part II** | **Chapter 6** | **• Design Your Own Merchandise****• In-class Discussion/Activities****• 6.2****• Chapter 6 Quiz** | **Round 3** |
| **10** | **Making Your Pitch – Part I** | **Chapter 7** | **• Create Your Personal Brand Story**  **& Elevator Statement****• In-class Discussion/Activities****• 7.1** | **Round 4** |
| **11** | **Making Your Pitch – Part II** | **Chapter 7** | **• Generate Your NIL Pitch****• In-class Discussion/Activities****• 7.2****• Chapter 7 Quiz** | **Round 5** |
| **12** | **Brand Presentation** | **Chapter 8** | **• Design a Media Kit****• In-class Discussion/Activities****• 8.1****• 8.2****• Chapter 8 Quiz** | **Round 6** |
| **13** | **Your Marketing Plan – Part I** | **Chapter 9** | **• Design a Communications**  **Schedule****• In-class Discussion/Activities****• 9.1** | **Round 7** |
| **14** | **Your Marketing Plan – Part II** | **Chapter 9** | **• Develop a One-page NIL**  **Marketing Plan****• In-class Discussion/Activities****• 9.2****• Chapter 9 Quiz** | **Round 8** |
| **15** | **Your Brand Beyond College** | **Chapter 10** | **• In-class Discussion/Activities****• 10.1****• 10.2****• Chapter 10 Quiz** |  |