



BUSINESS OF COLLEGE SPORTS

Personal Branding and Name, Image and Likeness

UW Athletics has partnered with the Foster School of Business, one of the preeminent business schools in the nation, to launch a unique educational program in college athletics: a for-credit academic course that specifically addresses the new opportunities for a student-athlete to capitalize on their NIL.

This course, which is open to all students at UW, covers the pending NIL legislation and is designed to prepare students with the tools, resources and information needed to build and monetize their own personal brands.

The athletics department has also partnered with the Buerk Center for Entrepreneurship to show students how they can turn their business ideas into a reality through workshops, events, and mentorship.

The course was designed in conjunction with UW Athletics, providing speakers and industry expertise. Topics include:

- » Personal Branding
- » Social Media
- » Marketing
- » Market Opportunity
- » Entrepreneurship
- » Business Planning
- » Personal Finance
- » Taxes
- » Legal

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