

NAME, IMAGE, AND LIKENESS (MINOR)

Minor in Name, Image, and Likeness in Sport

Unit: College of Education and Human Development (CEHD) (<https://louisville.edu/education/>); College of Arts and Sciences (AS) (<https://louisville.edu/artsandsciences/home/>); College of Business (COB) (<https://business.louisville.edu/>)

Department: Health and Sport Sciences (<https://louisville.edu/education/departments/hss/>); Communication (<https://my.commcourses.com/site/>)

Academic Plan Code(s): NIL MINOR

To be admitted to the minor, a student must have a minimum GPA of 2.25.

Program Requirements

Code	Title	Hours
Core Courses		
SPAD 502	NIL in College Athletics	3
COMM 301	Special Topics in Communication (Communicating NIL)	3
MKT 301	Principles of Marketing	3
SPAD 333	Field Experience in Sport Administration	1-3
<i>Select one elective course from each discipline below:</i>		
Sport Administration Elective		3
SPAD 383	Sport Marketing	
SPAD 345	Sport Communication	
SPAD 404	Financial Principles in Sport	
SPAD 510	Entrepreneurship in Sport Business	
SPAD 561	Special Topics in Sport Administration (NIL Topics)	
Communication Elective		3
COMM 208	Principles in Client and Agency Dynamics	
COMM 301	Special Topics in Communication (Sport Media and Culture)	
COMM 301	Special Topics in Communication (Producing Sport Stories)	
COMM 322	Sports Writing - WR (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
COMM 333	From Viral to Vital: Building Effective Social Media Strategies	
COMM 335	Digital Media Production	
COMM 342	Introduction to Strategic Communication	
COMM 344	Strategic Communication Writing - WR (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
COMM 346	Strategic Media Management	
COMM 348	Creativity in Advertising	
COMM 351	Introduction to Sport Media	
COMM 435	Media, Culture and Society	
COMM 445	Strategic Communication Campaigns - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
Business Elective		3
FIN 201	Money Management and Personal Finance	

ECON 201 Principles of Microeconomics - SB (<https://catalog.louisville.edu/undergraduate/general-education-requirements/>)

ENTR 370	The Entrepreneurial Process
MKT 341	Promotion and Brand Management
MKT 350	Consumer Behavior
MKT 395	Digital Marketing Strategy
MKT 408	Brand Building Principles: People, Places, and Products

Minimum Total Hours **19**

Courses must be completed with a minimum grade of C- or higher. A minimum 2.25 grade point average is required in the minor.

At least three (3) semester hours of the requirements for a minor must be successfully completed while enrolled in the University of Louisville.