



Interdisciplinary Studies Capstone

Sports Marketing and NIL in Collegiate Athletics

Course Number: IS 5300

Credit Hours: 3

Semester Length: 8 Weeks

Course Description:

This capstone course serves as the culminating academic experience for graduate students in the Interdisciplinary Studies Master's program with a concentration in Sports Marketing and Name, Image, and Likeness (NIL) in collegiate athletics. Students synthesize theory and applied practice across sport management, marketing, communication, law, and ethics to address real-world NIL challenges.

Course Objectives:

1. Analyze NIL foundations and policy.
2. Apply sport marketing and branding principles.
3. Evaluate institutional and athlete NIL strategies.
4. Integrate interdisciplinary perspectives.
5. Conduct graduate-level research or applied analysis.
6. Produce a professional capstone project.

Capstone Options:

Applied NIL Project or Research-Based Capstone.

Major Assignments:

Proposal (15%)

Literature Review (20%)

Methodology/Framework (15%)

Final Project (30%)

Presentation/Defense (10%)

Professionalism (10%)

Weekly Schedule:

Weeks 1: Orientation and topic approval

Weeks 2: Literature review

Weeks 3: Proposal development

Weeks 4: Methodology/framework

Weeks 5: Analysis and drafting

Weeks 6: Findings and revisions

Weeks 7: Final paper and presentation prep

Week 8: Defense and presentations