

Undergraduate Certificate in Name, Image, and Likeness

The undergraduate certificate in name, image, and likeness (NIL) provides KU students with a core set of skills in the NIL field – easily the fastest growing area for new positions in college athletics. This certificate is designed to serve both students that are interested in working in the name, image, likeness space, and student-athletes at KU looking for training on how to manage their name, image, and likeness. Students that complete the certificate will benefit from training in sport management, athlete and personal branding, content creation, and more to help prepare them as leaders in the rapidly growing area of name, image, and likeness.

KU students wanting to complete the undergraduate certificate in name, image, and likeness should develop a program plan with their academic advisor from their major department to ensure the certificate aligns with their career goals and academic program.

Certificate Course Requirement (12 Hours)

Code	Title	Hours
HSES 289	Introduction to Sport Management	3
or JMC 150	Presenting to Audiences	
HSES 491	Foundations of Name, Image, Likeness	3
HSES 492	Athlete and Personal Branding	3
HSES 493	Content Creation in Sport	3
or JMC 670	Intellectual Property in Practice	