



Sample
Building a Brand
Edu-Sports Lecture

Facts:

A collegiate athlete obtains a 1.9 G.P.A. for the semester and is determined to be ineligible by University 1 for the upcoming semester.

He convinces an Assistant Professor, whom he provided game tickets to, previously, to change his grade in Math 205 which increased his G.P.A to a 2.3 for the semester. The Assistant Professor also decided to change the grade due to a call from the Head Coach. University 1 wins the Championship with the Collegiate athlete as the star player. Head Coach then takes a job at University 2 for a higher salary. University 1, subsequent to University 2's hiring of Head Coach, distributed a press release stating the Head Coach was disciplined twice before for putting pressure on University 1's Professors to change grades for student-athletes.

Head Coach also recently signed a new Five-Million Dollar (\$5,000,000.00) deal with BOOM Sports, a major sports apparel company that contains a morality clause requiring the coach not to be the subject of any NCAA investigations within the first year of the contract. However, within one month of the Head Coach/Boom Sports deal, the NCAA announced Head Coach is being investigated for academic fraud while still coaching at University 1.

Teams:

1. Brand Identity
2. Brand Legal Strategy
3. Brand Budget
4. Brand Ethics
5. Brand Philanthropy

Anticipatory sets:

See Presentations Area

Assignment:

See Presentations Area

Game Rules:

See Presentations Area



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