Full Swing: Business and Legal Challenges and Opportunities Facing the PGA Tour

UNIVERSITY OF FLORIDA LEVIN COLLEGE OF LAW

SPRING 2026 - COMPRESSED SYLLABUS

Professor Rick Anderson and Len Brown
Office Phone: 904.234.7303
Email: rickanderson@pgatourhq.com
Office Hours: Given that this is a compressed course, we are fully available to you throughout the entire week. We will also be available immediately following our class. I encourage you to call or email us if you are having difficulties with, or simply want to clarify your understanding of, any of the materials covered in the reading or in class.

MEETING TIMES: Monday, Tuesday, Wednesday and Thursday: 9-12; Friday 9-11

LOCATION: TBD

COURSE DESCRIPTION AND OBJECTIVES AND STUDENT OUTCOMES:
This course is one credit hour. Please note that ABA Standard 310 requires that students devote 120 minutes (about 2 hours) to out-of-class preparation for every "classroom hour" of in class instruction. It is expected that you will spend two hours preparing for every hour of in-class instruction.

This course will allow students to explore the legal structure of sports, media rights, NIL issues, brand protection and licensing concerns, sports betting, and gender inequality issues in sports. By the end of this course, students will be able to understand and appreciate the disparate legal concepts which are commonly associated with "sports law" and identify the areas of legal study and career pathways that could lead to a practice devoted to sport at all levels.

By the end of this course, students will be able to: understand and appreciate the disparate legal concepts which are commonly associated with "sports law" and identify the areas of legal study and career pathways that could lead to a practice devoted to sport at all levels

REQUIRED READING MATERIALS:

The Oxford Handbook of American Sports Law, edited by Michael McCann, Oxford University Press; Class handouts or online resources as assigned.

Please be sure to register for the Canvas course and have any required materials with you in print or easily accessible electronic form in class. You are responsible for checking your Canvas page and the e-mail connected to the page on a regular basis for any class announcements or adjustments.

COURSE EXPECTATIONS AND GRADING EVALUATION:
This class is graded, with 20% based on class participation and 80% based on final paper.
The Levin College of Law's mean and mandatory distributions are posted on the College's website and this class adheres to that posted grading policy. The following chart describes the specific letter grade/grade point equivalent in place:

Letter Grade	Point Equivalent

A (Excellent)	4.0
A-	3.67
B+	3.33
B	3.0
B-	2.67
C+	2.33
C (Satisfactory)	2.0
C-	1.67
D+	1.33
D (Poor)	1.0
D-	0.67
E (Failure)	0.0

The law school grading policy is available at: https://www.law.ufl.edu/life-at-uf-law/office-of-student-affairs/current-students/uf-law-student-handbook-and-academic-policies

CLASS ATTENDANCE POLICY:

This is a compressed course. Attendance during all class hours is mandatory. Attendance will be taken at each class meeting. If there is some reason why you must miss class, please contact me in advance via telephone or email and ask for an excused absence. The law school's policy on attendance can be found at: https://www.law.ufl.edu/life-at-uf-law/office-of-student-affairs/current-students/uf-law-student-handbook-and-academic-policies.

UF ACADEMIC POLICIES AND RESOURCES:

Other information about UF academic policies and resources can be found at this link.

UF LEVIN COLLEGE OF LAW STANDARD SYLLABUS POLICIES:

Other information about UF Levin College of Law policies, including compliance with the UF Honor Code, Grading, Accommodations, Class Recordings, and Course Evaluations can be found at this link: https://ufl.instructure.com/courses/427635/files?preview=98226140.

COURSE SCHEDULE OF TOPICS AND ASSIGNMENTS

This syllabus is offered as a guide to the direction of the course. Our pace will depend in part on the level of interest and the level of difficulty of each section and is subject to change.

PART 1: INTRODUCTION	
Day 1:	***Session 1*** • Introductions • Legal and Organizational Structure of Sports (*Speaker: Anthony Dreyer – Partner, Skadden, Arps, Slate, Meagher & Flom LLP)* ○ Team Sports *Required Readings: McCann, Ch. 1* ***Session 2*** • PGA TOUR

	○ Description of Rights held by TOUR vs Players. • Organizational Structure of the PGA TOUR ○ Revenue, Offices, Departments, etc. *Required Readings: McCann, Ch. 2, 3, 4, 13*
Day 2	***Session 1*** • Areas of Law Affecting Sports (*Speaker: Gabe Feltman*) ○ Real Property, Contracts, Intellectual Property, Employment/Labor, Antitrust, Everything! *Required Readings: McCann, Ch. 8* ***Session 2*** • Sponsorship ○ Title Sponsor Model (*Speaker: Dan Glod – EVP Corporate Partnerships)* i. Cover interplay with media rights ○ OMP Model • Licensing and Merchandising *Required Readings: McCann, Ch. 20*
Day 3	***Session 1*** • Role of Technology (*Speaker: Ken Lovell - SVP Golf Technologies)* ○ ShotLink • TOUR as Tech Company (*Speaker: Scott Gutterman – SVP, Digital Operations, PGA TOUR*) ○ PGA TOUR Studios *Required Readings: McCann, Ch. 16, 13* ***Session 2*** • Traveling Circus (*Speaker: Amanda Thomas – Counsel, PGA TOUR*) ○ Including Host Organization relationship
Day 4	***Session 1*** • Origin of Media Rights ○ Morris and NBA • Relationship between League and Broadcaster • Media Rights Contractual Relationship ○ Key Elements of Contract • Content Production ○ TOUR Evolution ○ TOUR as Media Company *Required Readings: McCann, Ch. 17; Morris and NBA Case Study*

	Session 2
	• Sports Media Landscape (*Speaker: David Berson - President, CBS Sports)*
	  o How is Market Value set
	  o Unique Value of Title Sponsorship to PGA TOUR media value
	  o Global distribution
	
	Required Readings: McCann, Ch. 24, 28
	
	• Sports Betting Implementation (*Speaker: Scott Warfield – VP, Gaming, PGA TOUR)*
	  o Sports Betting Legal Landscape
	
	Required Readings: McCann, Ch, 25

Day 5	***Session 1*** • Evolution of PGA TOUR to PGA TOUR Enterprises *Required Readings: Handouts*