

# A&MPLIFYU

Business &  
Leadership  
Education  
*for Aggie Athletes*

## Learning Objectives

### A&MPLIFYONE

Social Media  
Self-Awareness  
Personal Branding  
Innovation  
NIL Law  
Contract Negotiation  
Time Management  
Personal Finance

### A&MPLIFYALL

Leading with Strengths  
Creativity & Problem Solving  
Building Business Teams  
Powerful Presentations  
Marketing  
Management Strategy  
HR Management  
Accounting

Scan code or visit  
our website

[tx.ag/AmplifyU](https://tx.ag/AmplifyU)



Mays Business School has partnered with Texas A&M Athletics to create a custom program to help student-athletes differentiate themselves, maximize their personal brands, and leverage their innate abilities for success in business.

**A&MPLIFYU** has two 4-day intensive courses that allow student-athletes to learn with their peers from Mays Business School faculty and former athletes.

- **A&MPLIFYONE**: Develop as a professional
- **A&MPLIFYALL**: Develop as a leader

Participants will have opportunities to apply what they learn through competitions and other experiential learning activities such as etiquette events, networking mixers, and perspective sessions with former athletes and industry representatives.

**A&MPLIFYU** supports its alumni with additional resources and opportunities including

- **A&MPUP**: Biennial motivational conference that creates an opportunity for student-athletes and former student-athletes to stay connected.
- [AmplifyU.tamu.edu](https://AmplifyU.tamu.edu): Online community of AmplifyU alumni, former athlete business leaders, and industry partners. Designed to facilitate the sharing of business knowledge, best practices, and candid advice.



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SALES LEADERSHIP INSTITUTE  
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## A&AMPLIFYONE



[Click to Register](#)

## A&AMPLIFYALL



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### 2023 Program Dates:

- **A&AMPLIFYONE** : January 9-12 or May 15-18
- **A&AMPLIFYALL** : May 22-25

### 2023 Program Information:

- At Mays Business School in College Station
- All meals included
- Participants will have exposure to potential non-institutional NIL partners
- Opportunities to network with faculty, former athletes, and industry professionals
- Certificate awarded upon course completion
- Programs appear on your transcript as a 0-credit S/U course from Mays Business School
- Company leaders will participate in each Amplify U program offering guidance and career opportunities.



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