

FLORIDA STATE UNIVERSITY
COLLEGE OF EDUCATION

MAJOR LEAGUE RUGBY: A STUDY OF BUILDING BRAND ASSOCIATIONS

By

JORDAN VELEZ

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The members of the supervisory committee were:

Jeffrey D. James

Professor Directing Thesis

Amy Chan Hyung Kim

Committee Member

James Du

Committee Member

The Graduate School has verified and approved the above-named committee members, and certifies that the thesis has been approved in accordance with university requirements.