



PUR 4932 – Personal Branding in Sports and Entertainment

Spring 2023 – Weimer Hall Room 1078

Course Syllabus – Tuesdays, periods 5-6 (11:45 a.m. – 1:40 p.m.); Thursdays, period 5 (11:45 a.m. – 12:35 p.m.)

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Office hours: by appointment in person or via ZOOM, please email for an appt.

Purpose & Course Description. PUR 4932

Method of Instruction. This learner-centered course will primarily use class discussion and hands-on instruction to engage in the learning process. We will rarely simply recount what is stated in the readings, but rather use them as a springboard for expanded discussion. There will be minimal lecturing in this course. We will emphasize *interactivity* and *collaboration* and classes will move in a seminar format much like the collaborations that operate in the professional world.

This course is outcomes-based, and students will be evaluated primarily on the ability to transfer the theory and knowledge shared in class and found in research into workable solutions. It is essential to keep up with the reading schedule and come to class with the assigned reading's concepts in your memory and in your reading notes.

Course Objectives. Upon successful completion of this course, students should accomplish the following objectives:

- To increase understanding of the major perspectives in branding and influencer engagement.
- To develop skills in applying public relations and marketing branding principles to a variety of organizational situations and circumstances.
- To apply knowledge of branding and influencer engagement to the student's own research and professional career.
- To increase awareness of the different types of branding and how to utilize those strategies and outputs across social media platforms to create a personal brand.
- To increase understanding of personal sports branding and influencer engagement in the context of the NIL environment.

- To increase understanding of influencer engagement and brand-building.
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- **Required Text.** The required text for this course is:
By the third week you should have purchased (via Amazon) the following text:
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- **Athletes are brands too** – *How Marketing Can Save Today's Athlete* by Jeremy Darlow, (2018), ISBN: 978-0-9996332-0-5

Recommended Supplemental Resources.

- Institute for Public Relations: <http://instituteforpr.org/>
- Arthur W. Page Society resource links page:
<http://www.awpagesociety.com/resources/links.asp>
- Public Relations Society of America (PRSA): <http://www.prsa.org/>
- PRSA Silver Anvil Awards home page: <http://www.silveranvil.org>
- Council of Public Relations Firms: <http://www.prfirms.org/>
- Public Affairs Council: <http://www.pac.org/>
- Issues Management Council: <http://www.issuemanagement.org/>
- National Investor Relations Institute: <http://www.niri.org/>
- Global Alliance for Public Relations and Communication Management:
<http://www.globalpr.org/knowledge/landscapes.asp>
- International Association of Business Communicators: <http://www.iabc.com/>
- International Public Relations Association: <http://www.ipra.org/>
- Women Executives in Public Relations: <http://www.wepr.org/>
- National Black Public Relations Association: <http://www.nbprs.org/>
- Hispanic Public Relations Association: <http://www.hpra-usa.org/>
- The Plank Center for Leadership in Public Relations:
<http://www.plankcenter.ua.edu/>

Reading Assignments. While there is only one required text with designated/assigned readings, additional required readings may be assigned. A specific, topical reading schedule related to the text is provided to students on the first day of class.

Assigned readings should be completed prior to class; students should come to class with the assigned reading's concepts both in memory and in written reading notes, i.e., prepared to discuss them intelligently in class.

Online Course Administration. Canvas will be used to administer the course communication, materials (e.g., PowerPoint files, some additional readings, handouts, assignment guidelines, evaluation forms) and grades.

Course Professionalism. The College of Journalism and Communications is a professional school and professional decorum is expected at all times. Therefore, **both the professor and students adhere to workplace norms for collegial and respectful interaction. Students are expected to arrive on time, not leave early unless prior permission is granted.**

Further, students are expected to conduct themselves in an honest, ethical and courteous manner – with classmates and with the professor. **Eating and privately chatting in class do not demonstrate professional behavior. Talking while the instructor or another student is talking is unacceptable;** such actions can result in a lowering of your grade.

Cell phones, pagers, beepers, BlackBerry devices, iPods, iPads, iPhones, Smart Phones, Androids, etc. must be turned off completely during class; silent mode or vibrate is not considered off. In the event of an emergency situation, notify the professor at the start of class. Laptops may be used only as a note-taking device. Surfing the Internet, checking Facebook, creating email, playing games and other activities not related to class are strictly prohibited.

Diversity Statement. Effective **public relations practice relies on the ability to recognize and embrace diversity in all its forms, including viewpoints.** Throughout the class, students will have opportunities to see how different life experiences and cultural perspectives influence public relations practice. You are encouraged to take advantage of these opportunities in your own work and to learn from the information and ideas shared by other students. Every effort is made to make the course experience diverse and multicultural in content.

Students with Special Needs. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student **who must submit a documentation letter to the professor when requesting accommodation.** Please notify the professor at the beginning of the semester and **schedule an appointment** to deliver the accommodation letter and to discuss requests for special provisions.

Academic Honesty. **The work you submit must be your own work and it must be original for this class.** You must not use direct or paraphrased material from any other source, including web sites, without attribution. You cannot submit anything that a peer wrote for this class, you wrote for another class, at an internship, as a volunteer, or in any other academic or professional setting. The professor will handle any incident of academic dishonesty in accordance with the University of Florida policy, such as the UF Honor Code and the Academic Honesty Guidelines that have examples of cheating, plagiarism, bribery, misrepresentation, conspiracy and fabrication.

Plagiarism (literary or artistic theft), copying someone else's work or other forms of dishonesty will not be tolerated. Any case of academic dishonesty will be considered grounds for an automatic failing grade in the course. University guidelines will be followed for any offenses.

Having someone else do your work for you is considered academic dishonesty.

When completing any of your writing assignments for this class, it is imperative to clearly attribute where you obtained your information, whether it's from a web site or from an organization's internal document. **To clarify, you cannot copy anything word for word from any source without putting quotes around it, even if it is provided directly to you from the organization.** This includes web site copy, mission statements, etc. In these cases, you should paraphrase and cite the source as you write or simply quote it.

Attendance. Attendance and punctuality are expected. Anything else will negatively affect your grade. Attendance will be taken every class.

Please be seated and prepared for class to begin on time. **Please be aware that a student who attends class irregularly, comes to class late, leaves class early, fails to complete assignments on time or neglects assigned readings or posting comments can normally expect to earn a low grade.**

Missed Class. Let the professor know **in writing** as soon as you realize you will need to miss class, preferably at the beginning of the semester, as it allows critical assignments or guest lectures to be properly planned.

If you miss class for any legitimate reason, including sickness or university-related travel, you must contact the professor before class meets (email is fine) and, then, provide written documentation of the reason at the next class meeting.

Deadlines. The practice of public relations hinges on meeting deadlines. Missing deadlines not only can damage a public relations professional's credibility, but also can lead to termination of a relationship with a client or to dismissal. Thus, **deadlines are treated seriously in this class. All assignments are due by the start of the class period on the date of the deadline, unless otherwise instructed.**

Format. All written work submitted for this course must be **coherent, logical, and carefully edited.** Writing proficiency is necessary to pass this course. **Misspellings, syntax and grammar errors as well as other writing problems are unacceptable** in work by public relations graduate students. Please do not submit materials with editing marks on them; all assignments must be **"client- ready."** **Grading rubrics will be provided.**

Unless otherwise specified, **all written assignments must be typed with a 12- point serif font (e.g., Times, Palatino, or Times New Roman), double-spaced and framed by one-inch margins.** No additional consideration will be given to written work accompanied by artwork or any other kind of design element. However, a well-designed piece for your portfolio will represent a tool to assist in a job search and is always appreciated.

Mechanics & Fact Errors. Unless otherwise specified, **use MLA or APA style on all assignments.** Do not assume you will remember everything from earlier courses. Locate and open your stylebook now and review.

Any paper containing a **major factual error will receive a grade of 50.** A major factual error is defined as one that gives the wrong information to the audience, including such things as **misspelling the client's name or the incorrect identification of key sources.** Errors which do a minor disservice to the reader, will be graded somewhat more leniently, but remember **all factual errors will be considered serious.**

Campus Resources: Health and Wellness

U Matter, We Care:

If you or a friend is in distress, please contact umatter@ufl.edu or (352) 392- 1575 so that a team member can reach out to the student.

Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS) Student Health Care Center, 392-1161.

University Police Department, 392-1111 (or **9-1-1** for emergencies). <http://www.police.ufl.edu/>

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <http://www.crc.ufl.edu/>

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

Other Important Notes

- The professor reserves the right to make changes, if necessary, to the grading system, schedule, or other matters pertaining to the class.
- The professor may also be reached via e-mail and the telephone, but please be aware that the professor will not be able to respond immediately to your communication. As a rule, allow up to 48 hours for a response. Therefore, barring an emergency situation, it is advisable to contact the instructor well in advance of an exam or a deadline in order to give the professor adequate time to respond you.
- Students are not to consume food or beverages in the classroom or to use laptop computers for other than to take class notes or follow PowerPoint presentations. Mobile telephones or other electronic devices are not allowed to use during class.
- Students are not permitted to bring guests to class unless special arrangements have been made with the professor prior to class.
- If you notice yourself having trouble in the course, it is crucial that you see the instructor immediately. Please feel free to approach the instructor about any concerns or comments you might have about this class. I will be happy to meet with you during my office hours, or by appointment.
- Any evidence of plagiarism or cheating will result in an “E” for the course and possible disciplinary action.
- Do not submit the same work to more than one class without prior written permission from both instructors.

- Do not adapt work from another class for this class without my prior written permission. Do not adapt someone else's work and submit it as your own. This course requires original work, created at this time, for this purpose.
- Spelling counts. So, does grammar, punctuation and professional presentation techniques.
- Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.
- A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture **does not** include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.
- Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.
- An assignment turned in passed the deadline will be penalized one letter grade for each weekday it is late. This is a business where deadlines count. You can’t make excuses to your boss or a client if your work is late.

Course Requirements and Evaluation. The evaluation of coursework will be based on the student’s knowledge and ability to apply the course material and will be assessed in the following ways:

(1) the **ideas** you conceive *and* the extent to which you consistently develop those ideas,

(2) the **quality and added-value** of your written assignments and in-class led discussions with particular focus on your research, insights to the challenges and opportunities, problem-solving capabilities, creative and original solutions offered, presentation skills and demonstrated professionalism,

(3) the **technical quality and content value** of your **individual comment and written assignments**:

- neat, error-free copy
- material that is well-written, has clarity and is concise
- pays special attention to spelling, grammar, punctuation and style - uses the correct basic format required for the assignment
- professional, client-ready document presentation

(4) the quality and extent of your **in-class participation and understanding of the interrelationship between the assigned readings and the class discussions, and**

(5) performance on **supplementary reading and research.**

Assignments. Students will be evaluated on individual performance demonstrated in six assignment areas, each of which constitutes a portion of the final grade.

Grades are *earned* via six modes: (1) Discussion Leadership; (2) Individual Brand Audit; (3 and 4) Team Panel Project and Peer Review; (5) Influencer Engagement Strategy; and (6) Participation.

Five Modes – percentage of grade – 500 points

- Discussion (five discussions based on readings) (20 percent) – 100 points
- Individual Brand Audit (10 percent) – 50 points
- Team Panel Project (25 percent) – 125 points
- Peer review of the team project (10 percent) - 50 points
- Evaluation of Influencer Engagement Strategy (15 percent) 75 points
- Class Participation and Attendance (20 percent) – 100 points

Grading scale: 100-93 A; 92-90 A-; 89-87 B+; 86-84 B; 83-80 B-; 79-77 C+; 76-74 C; 73-70 C-; 69- 67 D+; 66-64 D; 63-60 D-; 59 and below E

Additional Final Notes

The professor reserves **the right to make changes** if necessary to the grading system, the syllabus and the schedule for this class.

Do not submit the same work to more than one class without prior written permission from both professors. Do not adapt work from another class for this class without the PUR 6607 professor's prior written permission. Do not adapt someone else's work and submit it as your own. This course requires original work, created at this time, for this purpose.

The weekly schedule follows this page.

| Date – each Wednesday | Class Discussion | Readings | Assignment | Notes |
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| Week 1 – Jan. 10/12 | Syllabus/requirements Review of expectations | | | FILES in Canvas will have assignment notes/requirements |
| Week 2 – Jan. 17/19 | Introduction to Branding and Influencer Engagement | Presentation PowerPoint | | |
| Week 3 – Jan. 24/26 | The Use of Linked In in personal branding | Presentation | | |
| Week 4 – Feb. 31/Feb. 2 | Social Media Platforms and personal branding | Presentation; Guest Speaker TBD | Discussion 1 | See Discussions in Canvas for each week forward |
| Week 5 – Feb. 7/9 | Individual Brand Audit | Text: <i>Athletes are brands too...</i> Jeremy Darlow | Discussion 2 | |
| Week 6 - Feb. 14/16 | Phase 1 – Your Influence | Pages 00-47 | Discussion 3 | |
| Week 7 - Feb. 21/23 | Phase 2 – Your Brand | Pages 48-81 | | <u>Individual Brand Audit due 02/21 in CANVAS</u> |
| Week 8 – Feb. 28/March 2 | Phase 3 – Your Voice | Pages 82 - 127 | Discussion 4 | Team Panel Assigned – |
| Week 9 – March 7/9 | Phase 3 – Your Voice continued | Pages 127 -- 187 | Discussion 5 | Team Panel meets in class on 03/09 |

| Date – each Wednesday | Class Discussion | Readings | Assignment | Notes |
|-----------------------|-------------------------|--|---------------------|--|
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| Week 10 – March 14/16 | Spring Break | Spring Break | Spring Break | No class |
| Week 11 – March 21/23 | Team Panel requirements | Discussion/Samples Readings Review/discuss | | <i>In class on 03/21; teams meet 03/23</i> |

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| Week 12 – March 28/30 | | | | <i>In class 03/28; teams meet 03/30</i> |
| Week 13 - April 4/6 | Teams complete process/develop presentation | No in-person class; gives teams time to come together to produce videos, etc. | No in-person class | Teams meet in class periods or at other preferred times. |
| Week 14 – April 11/13 | Team Panel 1 presents in class/discussion follows | Presentation on Tuesday, 04/11 | | |
| Week 15 – April 18/20 | Team Panel 2 presents in class/discussion follows | Presentation on Tuesday, 04/18 | | |
| Week 16 – April 25 | Team Panel 3 presents in class/discussion follows | Presentation on Tuesday, 04/25 | | Influencer Strategy Evaluation due; Peer Reviews also due 04/25 |

Other dates of note:

Jan. 16, 2023, Martin Luther King Day (Holiday)

March 13-17, 2023, Spring Break (no classes)

April 27-28, 2023, Reading Days (no classes)