

PUR 4243 - Entertainment PR and Publicity - Fall 2025

Class Time: Mondays, 4:05 - 4:55 p.m.
Course number:
Location: Zoom
Prerequisite: PUR3000 with a C or better

Instructor: Alyssa Apple
Virtual Office Hours: By Appointment
Email:
Phone: 917.446.8344

Messages via Canvas are accepted

(⚙) This syllabus is subject to change as the professor deems appropriate and necessary

Required Texts

The brief readings for the course are primarily culled from documents and articles available online. It is important that these are read before class, as they will aid in the classroom discussions, as well as help students prepare questions for guest speakers. You may also be assigned listening and/or viewing materials. Be prepared to be called on in class to discuss the assigned materials.

Course Description

The purpose of Industry Perspectives is to give students insight into a particular industry topic area or focus within public relations. This course will introduce students to a variety of public relations and media relations functions within the entertainment industry. Students will gain an understanding of how publicity campaigns support TV, streaming services, films, music, talent relations, and more. Relevant careers and the expertise necessary to excel on a professional level will be highlighted. Guest speakers will share information about their experience at their respective companies and answer student questions about the industry.

Course Learning Objectives

Upon successful completion of this course, students will be able to:

- Understand the functions and purposes of entertainment public relations & publicity and how the field relates to and intertwines with other aspects of the entertainment industry;
- Explore the new, wide range of creative opportunities and trends that now exist in entertainment public relations and related fields;
- Demonstrate a practical knowledge of adjacent PR professions such as corporate communications, internal relations, community relations, special events coordination, talent relations, etc.;
- Obtain first-hand insight into the day-to-day responsibilities of frontline media and public relations executives;
- Identify key trade and consumer entertainment press and have an understanding on successful pitching and communication strategies; and
- Apply what is learned over the course of the semester to create a publicity campaign.

College of Journalism and Communications Objectives

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
- present images and information effectively and creatively, using appropriate tools and technologies;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- effectively and correctly apply basic numerical and statistical concepts;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply tools and technologies appropriate for the communications professions in which they work

Key Course Policies

Instructor Interaction:

The best way to reach me is by e-mail. I check my e-mail account regularly, but if I have not written back within 48 hours, please send your email again. As my email is considered a state public record, I do not discuss grades or any student records issues via e-mail. The classroom is also not an appropriate place for individual discussions about these issues. If necessary, please schedule an appointment with me to discuss them.

Late or Missed Work:

Deadlines for each assignment will be given, and students are expected to meet them. Since this is a class focused on media relations and the media work on deadlines, students taking this class are expected to meet deadlines. Late assignments will automatically lose a full letter grade for each day it is late (e.g. B to a C). Some Key Course Policies consideration, however, might be given (at the discretion of the instructor) if there are extenuating circumstances such as prolonged hospitalization, family death, or extended individual sickness, which must be documented by the medical provider and delivered to the instructor.

Attendance:

This course focuses on class participation and group discussion. Your attendance and engagement are important aspects of this course, and students are strongly encouraged to attend class on camera.

Excessive absences will harm your grade. You are responsible for notifying me in advance of the cause of your absence and, if it is due to illness, providing a note from your medical provider. For further information on attendance policy, please go [here](#).

University Honesty Policy:

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with me.

I will document and report all honor code violations, including cheating and plagiarism. The minimum penalty for a violation of the honor code is a zero on the assignment or exam but may be higher depending on the severity of the violation.

Students Requiring Accommodations:

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center (352-392-8565, www.dso.ufl.edu/drc). It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Professionalism:

As PR students I expect you to maintain a high level of professionalism in all our interactions. This includes being courteous and respectful to all members of the course. Being respectful includes making sure you are not distracting to others via your cell phone or computer usage, talking to others during lecture, or arriving late/leaving early.

UF academic policies and resources: <https://go.ufl.edu/syllabuspolicies>

GRADING AND ASSIGNMENT

I will be fair and impartial in the grading process. Each of you will be graded on the same criteria. Because of this, no extra work or special assignments will be given. I will keep grades posted on Canvas - it is your responsibility to check on your progress throughout the semester

Attendance and Active Participation: 50% total, allocated as follows:**Attendance: 30%**

- Attendance is mandatory. Absences count from the first class following drop/add. More than two unexcused absences during the semester will be considered “excessive absences” and you will not receive attendance credit unless an extenuating circumstance is discussed and agreed upon in advance. You are responsible for notifying the instructor prior to missing class or as soon as possible afterwards in an emergency situation. Requirements for assignments and other work in this course follow UF policies:
<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Active Participation: 20%

- Students are expected to participate in class discussions via meaningful comments as well as engage with guest speakers. All assignments should be completed on time and students should be ready to discuss their work. Cameras must be on throughout all classes.

Assignments: 50% total allocated as follows:

Individual Assignment: 25%

- Individual assignments will provide an opportunity for students to get hands on experience and explore various aspects of publicity in the entertainment industry. These will be based on topics discussed in class, speaker presentations, and readings.

Final Project: 25%

- You will be required to create a publicity campaign for an agreed-upon entertainment project TBD utilizing the strategies and tactics learned throughout the semester

The grading scale for the course is as follows:

Grading follows current [UF grading policies](#).

A	94.0 – 100%	C	74.0 – 76.99%
A-	90.0 – 93.99%	C-	70.0 – 73.99%
B+	87.0 – 89.99%	D+	67.0 – 69.99%
B	84.0 – 86.99%	D	64.0 – 66.99%
B-	80.0 – 83.99%	D-	60.0 – 63.99%
C+	77.0 – 79.99%	E	below 60%

Tentative Course Schedule **

Week #	Date	Class Topic
1	August 25	<ul style="list-style-type: none"> • General orientation and course overview: what is entertainment PR & publicity • Expectations and assignments
2	September 1	<ul style="list-style-type: none"> • No class/Labor Day
3	September 8	<ul style="list-style-type: none"> • Publicity vs. marketing, including difference between earned and paid media • Different types of entertainment PR
4	September 15	<ul style="list-style-type: none"> • PR strategy - developing a campaign • Written PR materials • The importance of photography in publicity campaigns
5	September 22	<ul style="list-style-type: none"> • The art of pitching • Trade and consumer media outlets
6	September 29	<ul style="list-style-type: none"> • How YouTube, social media, and influencers have changed the entertainment PR landscape
7	October 6	<ul style="list-style-type: none"> • Network, syndicated, and cable television
8	October 13	<ul style="list-style-type: none"> • Film and festivals
9	October 20	<ul style="list-style-type: none"> • Talent, red carpets, award shows, and events
10	October 27	<ul style="list-style-type: none"> • Music
11	November 3	<ul style="list-style-type: none"> • Ethical dilemmas and legal issues in entertainment PR • Managing a PR crisis
12	November 10	<ul style="list-style-type: none"> • Streaming services
13	November 17	<ul style="list-style-type: none"> • Open discussion to review for presentations and reflections
14	November 24	<ul style="list-style-type: none"> • No class/Thanksgiving
15	December 1	<ul style="list-style-type: none"> • Final class • PR strategy presentations
	December 8	<ul style="list-style-type: none"> • Reflections due

**subject to change based on guest speakers