

## PUR 4243– SPORTS PR & PARTNERSHIP – FALL 2025

Course number: 4243-4250 & 4UFO (UFO)  
Time: Tuesdays, 4:05 – 4:55 p.m. on Zoom  
Prerequisite: PUR3000 with a C or better

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Instructor: Robyn Fink  
Email: [robyn.fink@ufl.edu](mailto:robyn.fink@ufl.edu)  
Virtual Office Hours: By Appointment  
Phone: 954-592-6776. Text message preferred.

### Required Texts

As this is a participatory class, there is no required text for class. Students will be expected to stay on top of cultural events and when asked be prepared to discuss accordingly. Recommended reading includes *Sports Business Journal* and *PR Week*.

### Course Description

The purpose of Sports PR & Partnerships is to offer students a behind-the-scenes look at the fast-paced world of sports public relations and brand partnerships. Designed as an introduction to the industry, the course brings students face-to-face with top professionals who are shaping the future of sports communication, sponsorship, and brand strategy.

Throughout the semester, students will hear directly from guest speakers representing leading sports leagues, teams, agencies, and global brands. These industry leaders will share real-world insights, career paths, and strategies that drive successful PR campaigns and partnerships in the sports world.

Students are encouraged to actively participate by coming to each session prepared with thoughtful questions and a curious mindset. Whether you're exploring a career in sports marketing, communications, or brand management, this course will provide valuable exposure to the professionals and principles at the heart of the industry.

### Tentative Course Schedule\*

<b>Week 1</b> Aug 26	Course Overview <ul style="list-style-type: none"><li>Sports PR &amp; Partnerships</li></ul>
<b>Week 2</b> Sept 2	Guest Speaker – PJ Brovak, VP, Senior Corporate Communications Manager at TD, Former EVP at Taylor

<b>Week 3</b> Sept 9	Guest Speaker – Lorenzo Butler, Sr. Director Business Communication The Miami Heat Group
<b>Week 4</b> Sept 16	Guest Speaker – Rachel Jacobson, Former President of Drone Racing League and SVP Business Development of NBA
<b>Week 5</b> Sept 23 (Rosh Hashana)	No Class Rosh Hashana <b>First Assignment Due</b>
<b>Week 6</b> Sept 30	Guest Speaker – Marques Jackson, Sr. Director Corporate Partnerships & Media, Miami Dolphins, Hard Rock Stadium & Miami Grand Prix
<b>Week 7</b> Oct 7	Guest Speaker TBD –
<b>Week 8</b> Oct 14	Guest Speaker TBD
<b>Week 9</b> Oct 21	Guest Speaker – Samantha Roth, VP Communications, NFL
<b>Week 10</b> Oct 28	Guest Speaker – Jeff Kamis, Vice President, Sales and Marketing, Celebration Cakes; Former head of Media Relations for the Tampa Bay Buccaneers <b>Second Assignment Due</b>
<b>Week 11</b> Nov 4	Guest Speaker – Jennifer Karpf, Executive Director, National Sports Marketing Network (NSMN)
<b>Week 12</b> Nov 11	<b>No Class – Veterans Day</b>
<b>Week 13</b> Nov 18	Guest Speaker – David Schwarz, Head of Corporate Communications, Daily Pay; Former SVP of Marketing & Communications for Paramount Network/SpikeTV
<b>Week 14</b> Nov 25	<b>No Class – Thanksgiving Week; Final Assignment Due</b>
<b>Week 15</b> Dec 2	Course Wrap-Up

## Grading and Assignments

### Grade components are:

#### *Attendance and Active Participation: 80%*

Attendance and active participation are mandatory. Students will be expected to research each guest speaker prior to class and come prepared to participate. Each absence after the drop/add period will affect this percentage of the grade. You are responsible for notifying the professor in advance of the cause of your absence when possible and, if it is due to illness, provide a note from your medical provider. For further information on attendance policy, please consult: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>.

#### *Individual Assignment: 20%*

Students will complete **three individual write-ups** during the semester, each focused on the speakers and themes covered in class sessions.

For each assignment, students will be asked to:

- Summarize key takeaways from the guest speakers they heard from during that portion of the course
- Reflect on how the insights shared connect to real-world practices in sports PR and partnerships
- Explain how the conversations may influence or inspire their own career interests and professional goals

Each write-up should demonstrate thoughtful engagement with the speakers' experiences and perspectives, as well as a clear connection to the student's personal career aspirations. Assignments are intended to help students synthesize what they've learned and explore potential paths within the industry.

Grading for the course follows current UF grading policies for assigning grade points (see [here](#)).

*The grading scale for the course is as follows:*

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%

### ***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:***

Please feel free to email me to setup time to discuss any further needs you might have. The best way to reach me is by e-mail. I check my e-mail account regularly, but please do not expect a response by e-mail after normal business hours/over the weekend. 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. Please schedule a meeting with me to discuss these issues.

#### ***Late or Missed Work:***

Deadlines for each assignment will be given and students are expected to meet them. Late assignments will automatically lose a full letter grade for each day it is late (e.g. B to a C). Some 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; however, you need to notify the instructor before the deadline is missed, not after the fact.

***Attendance:***

This course focuses on class participation and group discussion. Your attendance is an important aspect of this course. Excessive absences will harm your grade. You are responsible for notifying the professor in advance of the cause of your absence and, if it is due to illness, provide a note from your medical provider. For further information on attendance policy, please consult: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>.

***Email Policy:***

As a state employee, my email is considered a public record, and can be requested via an open-records request. Because of this, you should not email things that you would be uncomfortable with anyone else reading (personal information, information about grades, ect.). In general, face-to-face meetings tend to take less time, and result in less confusion than emailed conversations. While you are welcome to email me, I may indicate that you need an in-person meeting depending on the complexity of the issue. Also, please be aware that email is considered formal communication, and it is important to practice professionalism. Make sure that you do not treat email as text (i.e., don't use text abbreviations) and never email something that you would not say to your boss' face.

**Standard UF Policy Information and Links**

***Please find a link to academic policies and resources here:***  
<https://go.ufl.edu/syllabuspolices>