

PUR4243 – ENTERTAINMENT PR– SPRING 2026

Course number: 29050
Tuesdays, 8:30 - 9:20 a.m. on Zoom
Prerequisite: PUR3000 with a C or better

Instructors: Flavia Vigio; Gabriel Andriollo
Virtual Office Hours: By Appointment
Email: fvigio@ufl.edu / gandriollo@ufl.edu – Messages via Canvas are accepted
(⚙️) This syllabus is subject to change as the professors deem appropriate and necessary

Required Texts

There are no textbooks for this class. Reading, listening, and watching assignments will be provided through Canvas each week. Some requirements over the course of the term may be audiovisual materials, such as movies, series, reality shows, newscasts, podcasts, or other media industry productions. Assigned materials in the syllabus should be read in advance of the class for which they are listed. Be prepared for the professor to call on you in class to discuss assigned readings.

Course Description

This course explores how Public Relations supports the storytelling of the media and entertainment industry. The course covers how communicators craft narratives that align with the creative vision of productions while addressing the needs of diverse stakeholders: audiences, press, influencers, internal teams, and talent.

This course also integrates a focus on AI literacy for Public Relations. Students are expected to engage with AI tools in a way that mirrors how they will work in the real world. This course does not teach AI tools themselves, but it helps students understand how to use AI responsibly and strategically in PR workflows to enhance, not replace, critical thinking, storytelling, and relationship-building.

This class is designed not only to teach you how entertainment PR works today but also to help you develop the skills that will make you market-ready in a landscape where AI is a tool to enhance the work of talented communicators.

Course Learning Objectives

Upon completing this course, students will:

- Understand the creative and production side of a media company and the types of entertainment content it produces.
- Understand how PR storytelling supports entertainment storytelling across media platforms.

- Develop basic media business acumen to become a strategic communicator who adds value to the business.
- Learn how to develop a PR campaign, including objectives, strategy, stakeholder maps, KPIs, key messages, and campaign calendars.
- Learn how to work with internal stakeholders, talent reps, and press within the entertainment industry.
- Gain a general understanding of how to use AI as a thought partner in PR tasks—where it enhances productivity, and where human judgment remains essential.
- Learn about expectations of real-world internships and entry-level PR roles in an industry already shaped by AI-driven workflows.

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:

- understand and apply the principles and laws of freedom of speech and press for the US
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

Key Course Policies

Instructor Interaction:

The best way to reach us is by e-mail. We check our e-mail accounts regularly, but please do not expect a response by e-mail after normal business hours/over the weekend. If we have not written back within 48 hours, please send your email again. As our emails are considered a state public record, we 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 either course professor to discuss them.

Late or Missed Work:

All written assignments must be turned in to Canvas by 11:59pm the day the assignment is due. Canvas will automatically mark assignments as late if they are uploaded even one second after 11:59pm. You have 24 hours after the due date to turn in your assignment for a 10% grade reduction. It is your responsibility to make sure you properly uploaded your paper. There are no make-ups/late exceptions for exams or in-class activities, for any reason beyond university or religious excused absences.

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, provide a note from your medical provider. For further information on attendance policy, please go [here](#).

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.). Also, please be aware that email is considered formal communication, and it is important to practice professionalism.

Professionalism:

As PR students WE expect you to maintain a high level of professionalism in all of 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 with others during lecture, or arriving or leaving late. If you do not maintain professionalism, WE may disconnect you from the class and you will not be able to participate in the activities for the day.

Grading and Assignments

We will be as fair and impartial as possible in the grading process and, because of this, no extra work or special assignments will be given besides the ones described here. Grades are earned, awarded on the basis of quality of the deliverable, not quantity of time spend producing it.

Attendance and Active Participation: 40%

- Attendance and active participation are mandatory. Cameras must be on throughout all classes. Students will be expected to participate in various interactive exercises and to be always engaged, unless cleared in advance with the professor.
- We plan to bring leading industry executives and experts to classes throughout the semester. We recommend that you make it a practice to look them up on LinkedIn prior to the class to better inform your participation.
- Classes may have reading, watching, or listening assignments that will enrich our discussion and should be completed by deadline provided.
- Each absence after the drop/add period will result in reduction in the grade for attendance. After due warning, the professor may prohibit further attendance and subsequently assign a lower or failing grade for excessive absences. More than two unexcused absences during the semester will be considered “excessive absences.”
- You’re responsible for notifying the professors in advance of your absence when possible. If it’s due to illness, provide a note from your medical provider. For further information, consult: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>.

Online Quizzes and Tests: 10%

Short online assessments will help you check your learning. Quick, practical, and auto-graded, they are designed to reinforce key concepts you've learned, help you check your understanding, and prevent common mistakes in your Final Project.

Final Project: 50%

You will receive the Final Project briefing early on in the term. The Project will be the development of an integrated communication plan for an Entertainment Public Relations campaign. It mirrors how real-world PR works, and having early access to it allows you to develop your final submission as you progress in class. The project will be clearly outlined and will include various communications elements including: Strategy, Objectives, and Goals; Stakeholder engagement planning; Internal and External tactics; KPIs Measurement.

The grading scale 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	Tue 1/13	• Topic: Course Overview (review syllabus, discuss class goals, students to ask questions) + Final Project Introduction
2	1/20	• Topic: "The Signal Landscape / AI in PR"
3	1/27	• Topic: "An Introduction To Types Of Platforms And Content"
4	2/3	• Topic: "The Lifecycle Of A Creative Media Product"
5	2/10	• Topic: "Aligning Your Campaign Strategy" (THE WHY)
6	2/17	• Topic: "Campaign Goals, Tactics & Measurement" (THE HOW)
7	2/24	• Topic: "Who Cares About The Show: Identify Your Stakeholders" (THE WHO)
8	3/3	• Topic: "Calendarization: Planning Your Campaign Development And Execution" (THE WHEN)
9	3/10	• Topic: "The Premiere And The Red Carpet: The Place To See And Be Seen"
10	3/17	• SPRING BREAK (NO CLASS)
11	3/24	• Topic: "Working with Talent and Reps"
12	3/31	• Topic: "Awards & Festivals Strategy"
13	4/7	• Topic: "Targeting Multicultural Audiences"
14	4/14	• Topic: "Ask-Me-Anything" Session - Prep for Final Project
15	4/21	• Free time to work on Final Project (NO CLASS)
	4/28	• Final project due

Standard UF Policy Information and Links

UF Grading Policy:

<http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#grades> (Links to an external site.)

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx> (Links to an external site.)

Students Requiring Accommodations:

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://www.dso.ufl.edu/drc>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Course Evaluation:

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu/evals> (Links to an external site.). Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/> (Links to an external site.).

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 (<https://www.dso.ufl.edu/sccr/process/student-conduct-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 the instructor or TAs in this class.

Software Use:

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Student Privacy:

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please go [here](#).

In-Class Recording:

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

Campus Resources:

4.040 Student Policy on Course Syllabi 3 UF, Academic Affairs, July 28th, 2021 Honor Code and Student Conduct Code.

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: Visit the [Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the [Student Health Care Center website](#).

University Police Department: Visit [UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the [UF Health Emergency Room and Trauma Center website](#).

Academic Resources:

E-learning technical support: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: Visit the [Student Honor Code and Student Conduct Code webpage](#) for more information.

On-Line Students Complaints: View the [Distance Learning Student Complaint Process](#).
