

PUR 4243– SPORTS PR & PARTNERSHIP – SPRING 2026

Course number: 1248 & 1UFO (UFO)
Time: Tuesdays, 5:10 – 6:00 p.m. on Zoom
Prerequisite: PUR3000 with a C or better

Instructor: Robyn Fink
Email: 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*

Week 1 Jan. 13	Course Overview <ul style="list-style-type: none">• Sports PR & Partnerships• Review Syllabus• Ask me Anything (Get to know session)
Week 2 Jan 20	Guest Speaker – Randi Gottlieb Gellibert, President, RKG talent.

	Randi will be providing tips and guidance on creating your resumes and interviewing for first roles.
Week 3 Feb. 3	Guest Speaker – PJ Brovak, VP, Senior Corporate Communications Manager at TD, Former EVP at Taylor
Week 4 Feb. 10	Guest Speaker – Israel Guterrez, Former NBA Reporter for ESPN and regular on “Around the Horn,” Miami Herald and Palm Beach Post, Podcast Host, UF Alum
Week 5 Feb. 17	Guest Speaker - Brian Levy, CEO Goal Line Football, LLC
Week 6 Feb. 24	Guest Speaker – Jennifer Knoepfel, Managing Director, Team, Driver & Industry Communications at NASCAR First Assignment Due
Week 7 Mar. 3	Guest Speaker – Katie Turoff, Vice President of Brand Marketing, Celsius
Week 8 Mar. 10	Guest Speaker – Steve Nieman, Vice President Business Development, Executive Sports/Troon
Week 9 Mar. 17	NO CLASS – SPRING BREAK
Week 10 Mar. 24	Guest Speaker – Jennifer Matthews, Senior Marketing Executive, Former Vice President Brand Strategy at FanDuel Second Assignment Due
Week 11 Mar. 31	Guest Speaker – Mike Zavodsky, Partner at WME Sports, former Chief Business officer for Detroit Pistons and Chief Revenue Officer at Brooklyn Sports & Entertainment
Week 12 Apr. 7	Guest Speaker – Samantha Roth, VP Communications, NFL
Week 13 Apr. 14	Guest Speaker – TBD

Week 14
Apr. 21

Course Wrap-Up; **Final Assignment Due**

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/syllabuspolicies>