

100-1 大葉大學 完整版課綱

基本資訊

課程名稱	危機溝通	科目序號 / 代號	1822 / MDR5130
開課系所	管理學院博士班	學制 / 班級	研究所博士班1年1班
任課教師	姚惠忠	專兼任別	專任
必選修 / 學分數	選修 / 3	畢業班 / 非畢業班	非畢業班
上課時段 / 地點	(二)ABC / B003-1	授課語言別	中文

課程簡介

管理學院核心能力：本校管理學院培養學生三項核心能力：解決問題能力 (problem-solving簡稱為S)、溝通能力(communication簡稱為C)、倫理觀(ethics簡稱為E)與專業能力(profession簡稱為P) (簡稱SCEP)。博班學生應以研究管理問題為方向，因此本課程之目標描述如下：

- 1.了解危機溝通之重要性與技巧，以培養學生組織溝通能力(C)。
- 2.熟悉危機管理各階段工作重點及危機溝通基本理論，以強化學生專業管理能力(P)。
- 3.具備危機處理與溝通之正確觀念，以加強學生解決問題能力(S,E)。
- 4.鼓勵學生思考危機論文方向，強化學生研擬研究問題與研究假設之能力。




課程大綱

- 1.危機特性、啟示與危機管理
- 2.危機處理基本原則與案例分析
- 3.危機溝通研究方法論一
- 4.危機溝通研究方法論二
- 5.危機情境、危機反應策略及策略效果之關連性
- 6.順應性策略效果之比較
- 7.危機溝通與負面情緒
- 8.危機溝通與目標受眾
- 9.危機溝通與效果變項
- 10.危機溝通與認知缺口
- 11.危機溝通之動態分析
- 12.危機溝通案例分享
- 13.危機溝通研究問題研擬與應用研究

基本能力或先修課程

無

課程與系所基本素養及核心能力之關連

-  培養學生具備獨立研究專業教學與管理整合能力
-  推動學生具備跨領域研究與產業應用能力
-  強化學生具備參與國際性會議之能力

教學計畫表

系所核心能力	權重(%) 【A】	檢核能力指標(績效指 標)	教學策略	評量方法及配分 權重	核心能力 學習成績 【B】	期末學習 成績 【C=B*A 】
培養學生具備獨立研究專業教學與管理整合能力	60%	具備擔任大專院校商管領域教師或組織機構專業高階人員之資格	講述法 學生上台報告	課程參與度: 25% 口頭報告: 50% 書面報告: 25%	加總: 100	60
推動學生具備跨領域研究與產業應用能力	20%	招收不同領域的研究生 開設跨領域課程 鼓勵跨領域研究論文 鼓勵產業實證分析之研究	講述法 小組討論	小組合作狀況: 50% 書面報告: 50%	加總: 100	20
強化學生具備參與國際性會議之能力	20%	具備撰寫國際學術論文之專業能力 具備參與國際性產業會議發表與論述能力	講述法 學生上台報告	課程參與度: 25% 口頭報告: 25% 書面報告: 50%	加總: 100	20

成績稽核

口頭報告: 35%
書面報告: 35%
課程參與度: 20%
小組合作狀況: 10%

教科書(尊重智慧財產權, 請用正版教科書, 勿非法影印他人著作)

書名	作者	譯者	出版社	出版年
The Handbook of Crisis Communication	Coombs, W. Timothy, and S. J. Holladay		Wiley-Blackwell	2010
Image repair discourse and crisis communication.	Benoit, William L.		Public Relations Review	1997
Crisis communicative strategies: Category, continuum, and cultural implication in Taiwan.	Huang, Y. H., Lin, Y. H., & Su, S. H.		Public Relations Review	2005

The effectiveness of corporate communicative responses to accusations of unethical behavior.	Bradford, Jeffrey L. & Garrett, Dennis E	Journal of Business Ethics	1995
The negative communication dynamic: Exploring the impact of stakeholder affect on behavioral intention	Coombs, W. Timothy, and S. J. Holladay	Journal of Communication Management	2007
Consumer responses to Mattel product recalls posted on online bulletin boards: Exploring two type of emotion	Choi, Y. and Y. H. Lin	Journal of Public Relations Research	2009
Protecting organization reputations during a crisis: The development and application of situational crisis communication theory	Coombs, W. Timothy	Corporate Reputation Review	2007
Comparing apology to equivalent crisis response strategies: Clarifying apology ' s role and value in crisis communication	7. Coombs, W. Timothy, and S. J. Holladay	Public Relations Review	2008
Further Explorations of post - crisis communication: Effects of media and response strategies on perceptions and intentions	8. Coombs, W. Timothy, and S. J. Holladay	Public Relations Review	2009
Consumer responses to crisis: Exploring the concept of involvement in Mattel product recalls	Choi, Y. and Y. H. Lin	Public Relations Review	2009
Restoring reputations in times of crisis	10. Claeys, An-Sofie, Verolien Cauberghe, Patrick Vyncke	Public Relations Review	2010

Stakeholder reactions to company crisis communication and causes	11. McDonald, Lynette M., Beverley Sparks, A. Ian Glendon	Public Relations Review	2010
Organization - Public Relationships and Crisis Response Strategies	12. Brown, Kenon A. and Candace L. White	Journal of Public Relations Research	2011
Trust and relational commitment in corporate crises	Huang, Y. H.	Journal of Public Relations Research	2008
Perceptions of and reactions to crisis communication via twitter, blogs and traditional media	Schultz, Friederike, Sonja Utz and Anja Göritz	Public Relations Review	2011
Telling your own bad news	Wigley, Shelley	Public Relations Review	2011
How do the news media frame crises?	An, S. K.; & Gower, K. K.	Public Relations Review	2009
An evidence of frame building	17. Yao, Qingjiang	Public Relations Review	2009
Further explorations of post - crisis communications: Effects of Accommodative Response Strategies on Victims ' Perceptions and negative WOM intent	Yao, Hui-Chung	Public Relations Review	2011 審稿中
The Handbook of Crisis Communication	Coombs, W. Timothy, and S. J. Holladay	Wiley-Blackwell	2010
Image repair discourse and crisis communication.	Benoit, William L.	Public Relations Review	1997
Crisis communicative strategies: Category, continuum, and cultural implication in Taiwan.	Huang, Y. H., Lin, Y. H., & Su, S. H.	Public Relations Review	2005
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Consumer responses to Mattel product recalls posted on online bulletin boards: Exploring two type of emotion	Choi, Y. and Y. H. Lin	Journal of Public Relations Research	2009
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參考教材及專業期刊導讀(尊重智慧財產權，請用正版教科書，勿非法影印他人著作)

書名	作者	譯者	出版社	出版年
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無參考教材及專業期刊導讀

上課進度		分配時數(%)				
週次	教學內容	講授	示範	習作	實驗	其他
1	課程準備	100				
2	課程介紹與危機特性,危機管理	100				
3	危機處理原則與案例分析	70	30			
4	危機溝通策略分類	70	30			
5	危機情境與溝通策略之對應	70	30			
6	情境式危機溝通理論	70	30			
7	負面傳播動力與危機溝通	100				
8	危機溝通與情緒	50		50		

9	危機溝通與目標受眾	50	50
10	危機溝通與效果變項	50	50
11	危機反應策略與OPR	50	50
12	危機反應形式與OPR	50	50
13	危機溝通研究方法一	50	50
14	危機溝通研究方法二	50	50
15	危機溝通與社交媒體一	70	30
16	危機溝通與社交媒體二	70	30
17	危機溝通與認知缺口	70	30
18	危機溝通之動態研究	70	30
