

## 102-1 大葉大學 選課版課綱

### 基本資訊

課程名稱	運動媒體與公共關係專題研討	科目序號 / 代號	2410 / BSN1013
開課系所	運動事業管理學系碩士在職專	學制 / 班級	碩士在職專班1年2班
任課教師	龔婉君	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	(六)567 / J109	授課語言別	中文

### 課程簡介

This course is aimed to provide an overview of both media and public relations in the sport industries(PSC). Students will be able to understand the theoretical basis of the media, and public relations within the managerial concerns in sports industries, and be expected to encounter ideas that will prompt them to become proactive in their approach to media and public relations rather than reactive (PSC). To facilitate the formulation of individual philosophies (ethical values) and priorities applicable as a sport professional equipped with media and PR ability (PSE).

### 課程大綱

Overview of the media relations in sport  
Media foundations: history and theories  
Sport and media professions and industries  
Sport media content  
Sport Media regulation and ethics  
Media communications and interactions  
Public relations with Special events  
Sport media planning and promotion  
Managing crises, scandals and reputations  
Research in sport media relations  
The future of media relations in sport

### 基本能力或先修課程

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