

103-2 大葉大學 選課版課綱

基本資料			
課程名稱	國際公關實務	科目序號/代號	2395 /IRM4109
必選修/學分數	選修 /3	上課時段/地點	(二)567 /B402
授課語言別	英文	成績型態	數字
任課教師 / 專兼任別	蔡宏文 / 兼任	畢業班/非畢業班	
學制/系所/年班	大學日間部 / 人力資源暨公共關係學系 / 3年1班		

課程簡介與目標

The core objective of public relations is to create, promote, and maintain corporate image. Public relations (PR) can be regarded as a combination of management, communication, and sociology. Based on the objective and ingredients embedded, PR has to pay more attention to diverse cultures and communication methods while extending its application from within an organization to across the globe. Hence, this course-the International PR practice - focuses on solidifying the knowledge base pertaining to culture, case study, and English presentation. Hence, being able to see the world through a global view/picture, to execute international affairs on the basis of locality understanding, and to communicate native corporate images abroad to foreign stakeholders constitute the criticality of the International PR practice - verbal and nonverbal communication capabilities, by which employees are incorporated into the process of organizational communication to catch the preset corporate image, and they will be well prepared to manage the relationships between the organization and both the local and global stakeholders.






課程大綱

1. Theoretical discussion of International PR
2. Initial global view
3. Case study
4. Presentation practice

基本能力或先修課程

Students should be equipped with basic competence or take primary courses :
Basic level of English listening and oral capability. Students intending to choose this course should have finished the courses related to management, communication, or sociology.

課程與系所基本素養及核心能力之關連

-  商管與資訊能力
-  人力資源管理選、用、育、留之規劃與執行之基礎能力
-  公共關係作業能力
-  解決問題能力
-  企業社會責任意識與執行能力

