

97-1 大葉大學 完整版課綱

基本資訊			
課程名稱	運動與媒體	科目序號 / 代號	1978 / BSM3029
開課系所	運動事業管理學系	學制 / 班級	大學日間部4年1班
任課教師	熊婉君	專兼任別	專任
必選修 / 學分數	選修 / 3	畢業班 / 非畢業班	畢業班
上課時段 / 地點	(三)34 / B502 (四)3 / B502	授課語言別	中文

課程簡介
<p>管理學院核心能力：</p> <p>S(problem-solving解決問題能力)</p> <p>C(communication溝通能力)</p> <p>E(ethics倫理觀)</p> <p>P(profession專業能力)</p> <p>本系教育目標：</p> <ol style="list-style-type: none"> 1. 培養運動產業專業管理人才 2. 著重理論與實務之結合 3. 企業倫理價值觀之養成 <p>本系核心能力與基本素養：</p> <ol style="list-style-type: none"> 1. 運動事業管理能力(PS) 2. 溝通與協調能力(C) 3. 企業倫理價值觀(E) <p>課程目標的描述：(PS:40, C:40, E:20)</p> <p>This course is aimed to provide an overview of media relations in the sport industries. Students will be able to understand the theoretical basis of the media relations within the managerial concerns(PSC), and be expected to encounter ideas that will prompt them to become proactive in their approach to media relations rather than reactive(PSC). To facilitate the formulation of individual philosophies and priorities applicable as a sport professional(PSE).</p>

課程大綱
Same as below

基本能力或先修課程
<p>It assumes students enrolled in this class understand the scope of the sports industry.</p> <p>Students should attend class and participate in class discussions. Absences could affect your grade. Coming late or leaving early frequently could also affect your grade. If you must miss class, it is your responsibility to notify me before class and to make arrangements to hand in any assignments that are due. It is also your responsibility to obtain class notes, assignments, etc. from your classmates. Use your judgment in determining whether you should miss a class or not.</p>

課程與系所基本素養及核心能力之關連

一般管理能力
運動專案企劃能力
運動健康實踐與指導能力
人際/生活倫理素養
問題解決能力
溝通表達能力

成績稽核

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
無參考教科書				

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
無參考教材及專業期刊導讀				

上課進度

週次	教學內容	分配時數(%)				
		講授	示範	習作	實驗	其他
1	Preparation week	70				30
2	the process of sport information	70		30		
3	Media: history and theories	70		30		
4	The print media	70		30		
5	The broadcast media	70		30		
6	Sport information specialists	70		30		
7	News releases	70		30		
8	Managed news events	70		30		
9	Midterm	70		30		
10	Media brochures	70		30		
11	Interviews	70		30		
12	Game management	70		30		
13	Special events	70		30		
14	The publicity campaign	70		30		
15	Public relations dilemmas	70		30		
16	Law and ethics_倫理宣導	70		30		
17	Research of sport media	70		30		
18	Finals	70		30		