

## 97-2 大葉大學 完整版課綱

基本資訊			
課程名稱	運動媒體與公共關係	科目序號 / 代號	2145 / BSR5050
開課系所	運動事業管理學系碩士班	學制 / 班級	研究所碩士班2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	(一)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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### 課程與系所基本素養及核心能力之關連

運動健康指導能力

## 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	Course introduction and Overview of the media relations in sport	80				20
2	Media foundations: history and theories	80				20
3	Sport and media professions and industries	80		20		0
4	Sport media content	80				20
5	Sport Media regulation and ethics	80		20		0
6	Media communications and interactions	80				20
7	Public relations with Special events	80				20
8	Sport media planning and promotion	80		20		0
9	Midterm	80				20
10	Managing crises, scandals and reputations	80		20		0
11	Research in sport media relations	80				20
12	The future of media relations in sport	50		50		0