

100-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	危機溝通	Serial No. / ID	1822 / MDR5130
Dept.	管理學院博士班	School System / Class	研究所博士班1年1班
Lecturer	姚惠忠	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(二)ABC / B003-1	Language	Chinese

Introduction

Goals:

1. Teaching students to realize the importance and tactics of crisis communication
2. Teaching students to be familiar to the conceptions and theories of crisis management and communication
3. Cultivating student ' s ability of crisis management and communication
4. Helping students to enhance the ability of solving problems

Outline

1. Crisis characteristics, illumination, and crisis management
2. The principals of crisis management and the case analysis
3. The methodology of Crisis communication 1
4. The methodology of Crisis communication 2
5. Crisis situations, response strategies, and effects
6. The comparisons of the accommodative strategies
7. The negative emotion and the crisis communication
8. The target audiences and the crisis communication
9. The effect variables and the crisis communication
10. The cognitive gap and the crisis communication
11. The dynamic analysis of the crisis communication
12. The case study of crisis communication
13. The research question and the applications of crisis communication

Prerequisite

none