

100-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	危機溝通	Serial No. / ID	1626 / RGR5115
Dept.	人力資源暨公共關係學系碩士	School System / Class	研究所碩士班1年1班
Lecturer	姚惠忠	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(一)ABC / C506	Language	Chinese

Introduction
<p>Goals:</p> <ol style="list-style-type: none"> 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 4. Helping students to enhance the ability of solving problems

Outline
<ol style="list-style-type: none"> 1. Crisis characteristics, illumination, and crisis management 2. Crisis communication and crisis management 3. The principals of crisis management and the case analysis 4. The categories of crisis communication strategies 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 and the applications of crisis communication

Prerequisite
Public Relations