

# 101-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	公共關係	Serial No. / ID	1473 / RGR5073
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	Required / 3	Graduate Class	No
Time / Place	(一)ABC / C506	Language	Chinese

Introduction
<p>The Curriculum of HRPR is divided three stage: Basic, Advanced, and Practical. the advanced courses has two auxiliaries ,Communication and Relations management. This course is one of the relations management courses.</p> <p>subject: The theory and research of PR.</p> <p>Goal:</p> <p>Introducing the professional theory of PR.</p> <p>Cultivating the student ' s analysis and independent research ability.</p> <p>Cultivating the student ' s ability of observing and realizing of social changes.</p> <p>Helping student to establish enterprise ethic conscience.</p>

Outline
<ol style="list-style-type: none"><li>1. fundamantal concepts of PR</li><li>2. Classical literature of PR theory<ol style="list-style-type: none"><li>2.1. Persuasion</li><li>2.2. Management</li><li>2.3. Relationships</li><li>2.4. Rhetoric</li></ol></li><li>3. PR research in Taiwan</li></ol>

Prerequisite
none