

101-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	關係管理專題	Serial No. / ID	2321 / RGR5116
Dept.	人力資源暨公共關係學系碩士	School System / Class	研究所碩士班2年1班
Lecturer	班睿祥	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)789 / 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:</p> <p>Tools of Web PR, and operation principles.</p> <p>Goal:</p> <p>Introducing the basic theory of PR.</p> <p>Cultivating the student ' s analysis and independent research ability.</p> <p>Familiar students with management skills about organization-pulics relationships.</p> <p>Helping student to establish enterprise ethic conscience.</p>

Outline
<ol style="list-style-type: none">1. introduction2. Fundamental concept of PR3. Web and PR principle4. Tools of Web PR5. Planning of Web PR6. Web PR Case

Prerequisite
public relations