

101-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	公共關係學	Serial No. / ID	2326 / IRM2058
Dept.	人力資源暨公共關係學系	School System / Class	大學日間部2年1班
Lecturer	汪睿祥	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(三)234 / B402	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 communication and relations management of Organizations</p> <p>Goal:</p> <p>Introducing the professional knowledge of PR</p> <p>Training students to use and apply PR communication tools</p> <p>Cultivating the student ' s ability of organizational relationships maintenance.</p> <p>Helping student to establish enterprise ethic conscience.</p>

Outline
<ol style="list-style-type: none">1. Definition: PR, Journalism, Advertisement, and Marketing2. Practices of PR3. Subject and Object4. Communications5. WHATS principle6. Planning7. Information and research8. Publicity9. Event10. Advertisement and internet11. Other tools12. Pre-crisis operation13. Crisis management14. Crisis communication and Post-crisis operation

Prerequisite
none