

101-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	公共關係專題	Serial No. / ID	1807 / IRM4083
Dept.	人力資源暨公共關係學系	School System / Class	大學日間部3年1班
Lecturer	汪睿祥	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(二)234 / B402	Language	Chinese

Introduction
<p>Goals:</p> <ol style="list-style-type: none">1. Teaching students to realize the importance and tactics of crisis communication and online PR2. Cultivating student ' s ability of crisis communication and online PR3. Teaching students to be familiar to the planning of online crisis and online PR4. Helping students to enhance the ability of solving problems

Outline
<ol style="list-style-type: none">1. New principles2. Contact stakeholder3. Blog4. News release5. Podcast6. forum, Wiki and target audiences7. Virus8. Content rich site.9. Planning10. Branding11. Writing12. Web pages guiding to action13. Blogging14. Social networks marketing15. Engaging news media16. Contact customer through blog17. Podcast and vcast18. Social site marketing19. Make it happer

Prerequisite
Public Relations