

102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	危機管理	Serial No. / ID	2215 / MDR5138
Dept.	管理學院博士班	School System / Class	研究所博士班1年1班
Lecturer	姚惠忠	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(二)ABC / B101	Language	Chinese

Introduction
Introducing the characteristics of crisis, the concepts of crisis management, and the crisis communication theories. Increasing the research ability of crisis management and communication for students.

Outline
1.the characteristics of crisis and the concepts of crisis management 2.the principles of crisis management 3.the basic concepts of crisis communication 4.the typologies of the crisis communication strategies 5.crisis situations and the crisis communication strategies 6.the situational crisis communication theories 7.the dynamic analysis of crisis communication 8.the public emotions and crisis communication 9.the organizational emotions and crisis communication 10.the cognitive gap and crisis communication 11.social media and crisis communication 12.the methods of crisis communication

Prerequisite
none