

102-1 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
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| Title | 公共關係 | Serial No. / ID | 2762 / GMN5401 |
| Dept. | 管理學院碩士在職專班 | School System / Class | 碩士在職專班1年C班 |
| Lecturer | 汪睿祥 | Full or Part-time | 專任 |
| Required / Credit | Required / 3 | Graduate Class | No |
| Time / Place | (六)89A / B005-2 | Language | Chinese |

| Introduction |
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| 1.Introductions of PR Theories 2.Analysis of PR affairs and research abilities of PR 3. Abilities of observations from society and trends 4.Building the idea of business ethics |

| Outline |
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| 1. Basic concepts of PR 2. Literature of PR theory 3. The development of PR research 4. Examples of PR research 5. Applications of PR theory 6. Business ethics and PR |

| Prerequisite |
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| none |