

# 102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	公關策略與技巧	Serial No. / ID	3116 / IRM3116
Dept.	人力資源暨公共關係學系	School System / Class	大學日間部4年1班
Lecturer	卓仕文	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(四)567 / B403	Language	Chinese

Introduction
<ol style="list-style-type: none"> <li>1. What Is PR Strategy?</li> <li>2. How to Choice the Right Target Public?</li> <li>3. The Consideration Factors of Positioning?</li> <li>4. How to Design the Core Message?</li> <li>5. How to Choice the Right Media Reaching the Target Public?</li> <li>6. Cultivating student ' s ability of PR operations.</li> </ol>

Outline
<ol style="list-style-type: none"> <li>1.What Is Strategy? What Is PR Strategy?</li> <li>2.The Introduction of 2PM</li> <li>3.The Choice of Target Public and the Case Analysis</li> <li>4.The Consideration Factors of Positioning</li> <li>5.The Case Analysis of Positioning</li> <li>6.The Principals of the Core Message Design</li> <li>7.The Tactics of the Core Message Design</li> <li>8.The Media Choice of the First Level: Tools</li> <li>9.The Media Choice of the Second and Third Level: Vehicles; Timing and Channels</li> <li>10.The Planning of PR Program and PR Strategy</li> <li>11.Research of PR</li> <li>12.Creative of PR</li> <li>13.Two Way and Symmetrical PR Strategy</li> <li>14.PR Case Study</li> <li>15.The Practices of PR Strategy</li> </ol>

Prerequisite
Public Relations