

102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	媒體企劃	Serial No. / ID	2345 / IRM4122
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	汪睿祥	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(一)567 / B504	Language	Chinese

Introduction

Course goal:

Introducing media.

procedures and steps of media planning

media palnning practice.

Outline

1. press media

2. electronic media

3. outdoors media

4. online media

5. procedures and steps of media planning

6. case study of media planning

7. practice of media planning

Prerequisite

public relations.

communication theory.