

# 102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	危機溝通	Serial No. / ID	2712 / IRM3126
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	姚惠忠	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(二)ABC / B401	Language	Chinese

Introduction
1.Learning the concepts of crisis management and communication. 2.Applying the technology of crisis management and communication. 3.Enhancing the ability of crisis management and communication.

Outline
1.crisis management 2.crisis communication 3.crisis case study 4.crisis situation and response strategy 5.emotion and crisis 6.expectation gap and crisis 7.the practice of crisis case

Prerequisite
PR