

102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	危機溝通	Serial No. / ID	2746 / GMN5414
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	姚惠忠	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(日)123 / B005-2	Language	Chinese

Introduction
To realize the characteristics of crisis,the principles of crisis management and communication. To enhance the ability of crisis management and communication. To encourage students to conduct the research about crisis communication.

Outline
1.the characteristics of crisis 2.crisis management and communication 3.the principles of crisis management and communication. 4.crisis situations and response strategies 5.SCCT 6.public emotions and crisis communication 7.involvement and crisis communication 8.expectation gap and crisis communication.

Prerequisite
PR