

103-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	運動傳播與媒體	Serial No. / ID	1737 / BSM1025
Dept.	運動健康管理學系	School System / Class	大學日間部3年1班
Lecturer	熊婉君	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(三)234 /	Language	Chinese

Introduction
This course is aimed to provide an overview of media relations in the sport industries. Students will be able to understand the theoretical basis of the media relations within the managerial concerns(PSC), and be expected to encounter ideas that will prompt them to become proactive in their approach to media relations rather than reactive(PSC). To facilitate the formulation of individual philosophies and priorities applicable as a sport professional(PSE).

Outline
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Prerequisite
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