

97-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	公共關係	Serial No. / ID	1240 / RGR5073
Dept.	人力資源暨公共關係學系碩士	School System / Class	研究所碩士班1年1班
Lecturer	姚惠忠	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	NO
Time / Place	(四)567 / C506	Language	Chinese

Introduction
<p>The Curriculum of HRPR is divided three stage: Basic, Advanced, and Practical. the advanced courses has two auxiliaries ,Communication and Relations management. This course is one of the relations management courses.</p> <p>subject: The theory and research of PR.</p> <p>Goal:</p> <p>Introducing the professional theory of PR.</p> <p>Cultivating the student ' s analysis and independent research ability.</p> <p>Cultivating the student ' s ability of observing and realizing of social changes.</p> <p>Helping student to establish enterprise ethic conscience.</p>

Outline
<ol style="list-style-type: none"> 1. fundamantal concepts of PR 2. Classical literature of PR theory <ol style="list-style-type: none"> 2.1. Persuasion 2.2. Management 2.3. Relationships 2.4. Rhetoric 3. PR research in Taiwan

Prerequisite
none