

97-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際公關實務	Serial No. / ID	1866 / IRM4109
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	蔡宏文	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(四)678 / B303	Language	English

Introduction

The core objective of public relations is to create, promote, and maintain corporate image. Public relations (PR) can be regarded as a combination of management, communication, and sociology. Based on the objective and ingredients embedded, PR has to pay more attention to diverse cultures and communication methods while extending its application from within an organization to across the globe. Hence, this course-the International PR practice - focuses on solidifying the knowledge base pertaining to culture, case study, and English presentation. Hence, being able to see the world through a global view/picture, to execute international affairs on the basis of locality understanding, and to communicate native corporate images abroad to foreign stakeholders constitute the criticality of the International PR practice - verbal and nonverbal communication capabilities, by which employees are incorporated into the process of organizational communication to catch the preset corporate image, and they will be well prepared to manage the relationships created between the organization and both the local and global stakeholders.

Outline

1. Theoretical discussion of International PR
2. Initial global view
3. Case study
4. Presentation practice

Prerequisite

Basic level of English listening and oral capability.

Students intending to choose this course should have finished the courses related to management, communication, or sociology.