

## 97-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	公共關係學	Serial No. / ID	1867 / IRM2058
Dept.	人力資源暨公共關係學系	School System / Class	大學日間部4年2班
Lecturer	汪睿祥	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	Yes
Time / Place	(三)2 / B307 (四)34 / B307	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 communication and relations management of Organizations</p> <p>Goal:</p> <ul style="list-style-type: none"> <li>Introducing the professional knowledge of PR</li> <li>Training students to use and apply PR communication tools</li> <li>Cultivating the student ' s ability of organizational relationships maintenance.</li> <li>Helping student to establish enterprise ethic conscience.</li> </ul>

Outline
<ol style="list-style-type: none"> <li>1. Definition: PR, Journalism, Advertisement, and Marketing</li> <li>2. Practices of PR</li> <li>3. Subject and Object</li> <li>4. Communications</li> <li>5. WHATS principle</li> <li>6. Planning</li> <li>7. Information and research</li> <li>8. Publicity</li> <li>9. Event</li> <li>10. Advertisement and internet</li> <li>11. Other tools</li> <li>12. Pre-crisis operation</li> <li>13. Crisis management</li> <li>14. Crisis communication and Post-crisis operation</li> </ol>

Prerequisite
none