

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

Information			
Title	公共關係	Serial No. / ID	2602 / GMN5401
Dept.	管理學院碩士在職專班	School System / Class	碩士在職專班1年1班
Lecturer	姚惠忠	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	NO
Time / Place	(四)ABC / B204	Language	Chinese

Introduction
1.Introductions of PR Theories 2.Analysis of PR affairs and research abilities of PR 3. Abilities of observations from society and trends 4.Building the idea of business ethics

Outline
1. Basic concepts of PR 2. Literature of PR theory 3. The development of PR research 4. Examples of PR research 5. Applications of PR theory 6. Business ethics and PR

Prerequisite
none