

## 97-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	公共關係專題	Serial No. / ID	1155 / IRM4083
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	姚惠忠	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(三)5 / B307 (四)56 / B307	Language	Chinese

Introduction
<p>Goals:</p> <ol style="list-style-type: none"> <li>1. Teaching students to realize the importance and tactics of crisis communication and online PR</li> <li>2. Cultivating student ' s ability of crisis communication and online PR</li> <li>3. Teaching students to be familiar to the planning of online crisis and online PR</li> <li>4. Helping students to enhance the ability of solving problems</li> </ol>

Outline
<ol style="list-style-type: none"> <li>1. New principles</li> <li>2. Contact stakeholder</li> <li>3. Blog</li> <li>4. News release</li> <li>5. Podcast</li> <li>6. forum, Wiki and target audiences</li> <li>7. Virus</li> <li>8. Content rich site.</li> <li>9. Planning</li> <li>10. Branding</li> <li>11. Writing</li> <li>12. Web pages guiding to action</li> <li>13. Blogging</li> <li>14. Social networks marketing</li> <li>15. Engaging news media</li> <li>16. Contact customer through blog</li> <li>17. Podcast and vcast</li> <li>18. Social site marketing</li> <li>19. Make it happer</li> </ol>

Prerequisite
Public Relations