

98-1 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
|-------------------|---------------|-----------------------|----------------|
| Title | 公共關係 | Serial No. / ID | 0643 / 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 | 班睿祥 | 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 |