

98-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	公共關係學	Serial No. / ID	1830 / IRM2058
Dept.	人力資源暨公共關係學系	School System / Class	大學日間部3年2班
Lecturer	姚惠忠	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	NO
Time / Place	(一)5 / B307 (二)78 / 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"> Introducing the professional knowledge of PR Training students to use and apply PR communication tools Cultivating the student ' s ability of organizational relationships maintenance. Helping student to establish enterprise ethic conscience.

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

Prerequisite
none