

98-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	公共關係專題	Serial No. / ID	0881 / 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	(一)9 / B504 (三)56 / B504	Language	Chinese

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

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

Prerequisite
Public Relations