

98-2 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
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| Title | 關係管理專題 | Serial No. / ID | 1850 / RGR5116 |
| Dept. | 人力資源暨公共關係學系碩士 | School System / Class | 研究所碩士班2年1班 |
| Lecturer | 班睿祥 | Full or Part-time | 專任 |
| Required / Credit | Optinal / 3 | Graduate Class | Yes |
| Time / Place | (三)N56 / C506 | Language | Chinese |

| Introduction |
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| <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:</p> <p>Tools of Web PR, and operation principles.</p> <p>Goal:</p> <p>Introducing the basic theory of PR.</p> <p>Cultivating the student ' s analysis and independent research ability.</p> <p>Familiar students with management skills about organization-pulics relationships.</p> <p>Helping student to establish enterprise ethic conscience.</p> |

| Outline |
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| <ol style="list-style-type: none"> 1. introduction 2. Fundamental concept of PR 3. Web and PR principle 4. Tools of Web PR 5. Planning of Web PR 6. Web PR Case |

| Prerequisite |
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| public relations |