

## 99-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	危機溝通	Serial No. / ID	2252 / RGR5115
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	姚惠忠	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(三)123 / C506	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</li> <li>2. Teaching students to be familiar to the conceptions and theories of crisis management and communication</li> <li>3. Cultivating student ' s ability of crisis management</li> <li>4. Helping students to enhance the ability of solving problems</li> </ol>

Outline
<ol style="list-style-type: none"> <li>1. Crisis characteristics, illumination, and crisis management</li> <li>2. Crisis communication and crisis management</li> <li>3. The principals of crisis management and the case analysis</li> <li>4. The categories of crisis communication strategies</li> <li>5. Crisis situations, response strategies, and effects</li> <li>6. The comparisons of the accommodative strategies</li> <li>7. The negative emotion and the crisis communication</li> <li>8. The target audiences and the crisis communication</li> <li>9. The effect variables and the crisis communication</li> <li>10. The cognitive gap and the crisis communication</li> <li>11. The dynamic analysis of the crisis communication</li> <li>12. The case study and the applications of crisis communication</li> </ol>

Prerequisite
Public Relations