

99-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	行銷公關	Serial No. / ID	2739 / GMN5408
Dept.	管理學院碩士在職專班	School System / Class	碩士在職專班1年4班
Lecturer	蔡敦崇	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(日)123 / D007	Language	Chinese

Introduction
<p>The teaching goal in this curriculum is the following</p> <ol style="list-style-type: none"> 1. to discuss that does the East meet " Guanxi " of West for the viewpoints of different elaboration, and understanding the linkage among the commercial relationship, the interpersonal relationship and social relationship. 2. to raise systematically and the logically with the interacting relationship above to integration ability (S) 3. to foster the communication (speak/listen)ability using the speech and expression. (C) 4. to guide fair concept to make the student understand that ethics is coordination and development cornerstone for the various levels in the organization (E) 5. by way of the study and learning of the above four goal content with the excavation, the establishment and the maintenance, then developing marketing opportunity, but achieves this curriculum specialized ability (P) to foster.

Outline
<p>1 class progress: Relational skill and relational economics / Relational economics / intangible capital / Relationship / marketing relationship / key success factor in strategic continuum / relational driving factor / customer partner / internal customer partnership / relationship management and relationship integration management / emotional management and power management / conflict management / change management</p> <p>2 communication method practice is emphasized using the actual drilling of lecture/bulletin to achieves the material to pick up, the roll of speak/the tin to play.</p>

Prerequisite
Public Relations, Marketing, Consumer Behavior