

99-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	公關策略與技巧	Serial No. / ID	0667 / IRM3116
Dept.	人力資源暨公共關係學系	School System / Class	大學日間部3年1班
Lecturer	姚惠忠	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(一)789 / B504	Language	Chinese

Introduction
<ol style="list-style-type: none"> 1. What Is PR Strategy? 2. How to Choice the Right Target Public? 3. The Consideration Factors of Positioning? 4. How to Design the Core Message? 5. How to Choice the Right Media Reaching the Target Public? 6. Cultivating student ' s ability of PR operations.

Outline
<ol style="list-style-type: none"> 1.What Is Strategy? What Is PR Strategy? 2.The Introduction of 2PM 3.The Choice of Target Public and the Case Analysis 4.The Consideration Factors of Positioning 5.The Case Analysis of Positioning 6.The Principals of the Core Message Design 7.The Tactics of the Core Message Design 8.The Media Choice of the First Level: Tools 9.The Media Choice of the Second and Third Level: Vehicles; Timing and Channels 10.The Planning of PR Program and PR Strategy 11.Research of PR 12.Creative of PR 13.Two Way and Symmetrical PR Strategy 14.PR Case Study 15.The Practices of PR Strategy

Prerequisite
Public Relations