

## 99-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	公共關係專題	Serial No. / ID	0677 / 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	(三)234 / B309	Language	Chinese

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

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

Prerequisite
Public Relations