

99-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	關係管理專題	Serial No. / ID	1367 / 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)123 / C506	Language	Chinese

Introduction
<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
<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
public relations