

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

Information			
Title	運動傳播與媒體	Serial No. / ID	1621 / BSM1025
Dept.	運動事業管理學系	School System / Class	大學日間部1年1班
Lecturer	許立宏	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(四)34N / B501	Language	Chinese

### Introduction

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### Outline

the process of sport information  
Media: history and theories  
The print media  
The broadcast media  
Sport information specialists  
News releases Law and ethics  
Managed news events  
Media brochures  
Interviews  
Game management  
Special events  
The publicity campaign  
Public relations dilemmas

### Prerequisite

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