

99-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	運動傳播與媒體	Serial No. / ID	2772 / BSM1025
Dept.	運動事業管理學系	School System / Class	大學日間部4年1班
Lecturer	許立宏	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
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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