

103-2 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
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| Title | 運動傳播與媒體 | Serial No. / ID | 1737 / BSM1025 |
| Dept. | 運動健康管理學系 | School System / Class | 大學日間部3年1班 |
| Lecturer | 熊婉君 | Full or Part-time | 兼任 |
| Required / Credit | Optinal / 3 | Graduate Class | No |
| Time / Place | (三)234 / B502 | Language | Chinese |

| Introduction |
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| This course is aimed to provide an overview of media relations in the sport industries. Students will be able to understand the theoretical basis of the media relations within the managerial concerns(PSC), and be expected to encounter ideas that will prompt them to become proactive in their approach to media relations rather than reactive(PSC). To facilitate the formulation of individual philosophies and priorities applicable as a sport professional(PSE). |

| Outline |
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| Prerequisite |
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