

100-1 大葉大學 完整版課綱 - 上課進度

上課進度		分配時數(%)				
週次	教學內容	講授	示範	習作	實驗	其他
1	課程介紹與公關概論	60	20	20		
2	Defining the Relationship Between Public Relations and Marketing	60	20	20		
3	Two-Way Symmetrical Public Relations	60	20	20		
4	公關理論之一：說服	60	20	20		
5	公關理論之二：管理	60	20	20		
6	公關理論之三：關係	60	20	20		
7	Public Relations as Strategic Communication	60	20	20		
8	Media Relations	60	20	20		
9	期中考	0	0	0		100
10	Technological Development and Online Public Relations	60	20	20		
11	Reputation Management	60	20	20		
12	Issue Management	60	20	20		
13	Risk Communication	60	20	20		
14	Corporate Social Responsibility	60	20	20		
15	Content Analysis	60	20	20		
16	Case Studies	60	20	20		
17	Experimental Method	60	20	20		
18	期末考	0	0	0		100

