

101-1 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	80		20		
2	Defining the Relationship Between Public Relations and Marketing	80		20		
3	形象塑造與溝通	80		20		
4	公關企劃	80		20		
5	情報的蒐集與分析	80		20		
6	公關策略2PM	80		20		
7	創新思維與創意	80		20		
8	Public Relations as Strategic Communication	80		20		
9	期中考	0		0		100
10	Media Relations	50		50		
11	Technological Development and Online Public Relations	50		50		
12	Reputation Management	50		50		
13	Issue Management	50		50		
14	Risk Communication	50		50		
15	Corporate Social Responsibility	50		50		
16	Crisis Communication	50		50		
17	總複習	50		50		
18	期末考	0		0		100

