朝陽科技大學 091學年度第1學期教學大綱
Public Relations and Crisis Managemnt 企業公關與危機處理

當期課號	7691	Course Number	7691
授課教師	拾已寰	Instructor	SHYR,YI HWAN
中文課名	企業公關與危機處理	Course Name	Public Relations and Crisis Managemnt
開課單位	企業管理系碩士在職專班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程探討公關之情境目的過程與技術，已極爲機處理之規劃演練及執行。本課程訓練目標強調學習與判斷相關技術，尤其是危機處理中的公關。教學探期刊論文研究及個案探討等方法。	Objectives	The course explores in to the sitar tines, objections, processes, and techniques of public relations and the planning, practice, and implementations of crisis management. The objections of the course emphasizes on learning criticizing relevant techniques, especially the public relations in the care of crisis. The teaching methods include discussion of journal papers and care study.
教材		Teaching Materials	
成績評量方式		Grading	
教師網頁			
教學內容		Syllabus	

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