朝陽科技大學 091學年度第2學期教學大綱
Public Relations 公共關係

當期課號	1689	Course Number	1689
授課教師	林俊杰	Instructor	,
中文課名	公共關係	Course Name	Public Relations
開課單位	企業管理系(四日)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程討論公共關係的意涵及其運作模式。課程以公關理論爲主輔以各種公關例子以說明公共關係所扮演之角色。內容從國外的公共關係發展歷史談起，討論目前國內的公共關係發展現況，同時了解公共關係的各個理論學派，以理論爲基礎並探討如何應用於各種運作模式，例如：危機處理、議題管理等。另關心公共關係如何促進企業及非營利團體的運作，並訓練公關新聞稿的寫作。	Objectives	Nowadays, Public Relations play a more and more important role in business management. It is combined with communications, sales, psychology and society; furthermore, publics and culture studies are worthy to do a deeper research. This course is aimed to obtain a fine management method of Public Relations through theory, practice and visitation.
教材	課堂講授 個案研討 企業參訪	Teaching Materials	Teaching in classroom Case study Enterprises visiting
成績評量方式	課堂討論25% 報告25% 考試50$	Grading	interactive at classroom 25% report25% examination50%
教師網頁	_		
教學內容	現代公關在企業經營中扮演了愈來愈重要的角色,結合了傳播、行銷、心理、社會甚至政治、文化學的公共關係,是值得我們加以深入探討的,本堂課旨在從學理、實務探索及企業參訪中獲取良好公共關係的經營方法。	Syllabus	Nowadays, Public Relations play a more and more important role in business management. It is combined with communications, sales, psychology and society; furthermore, publics and culture studies are worthy to do a deeper research. This course is aimed to obtain a fine management method of Public Relations through theory, practice and visitation.

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