朝陽科技大學 091學年度第2學期教學大綱
Leisure Industry and Public Relations 休閒產業與公眾關係

當期課號	4353	Course Number	4353
授課教師	吳松齡	Instructor	SUNG,LING WU
中文課名	休閒產業與公眾關係	Course Name	Leisure Industry and Public Relations
開課單位	休閒事業管理系(二日)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	課程說明〔休閒產業與公眾關係〕公眾關係的本質與職能公部門休閒產業的公眾關係非營利組織休閒產業的公眾關係公司形態休閒產業的公眾關係休閒社區的公眾關係休閒教育與休閒產業的公眾關係以休閒教育提昇生活品質與社區發展期中考休閒產業公眾關係的目標訂定休閒產業公眾關係的工具與選定休閒產業公眾關係計劃的執行休閒產業公眾關係的效果評估休閒產業公眾關係人才的訓練與進用公眾關係人才的專業能力公眾關係人員常犯之錯誤休閒產業公眾關係個案解析。	Objectives	Introduction of Leisure Industry and Public Relations, Characteristics and Function of Public Relations, Public Relations of Grovemental Leisure Industry, Public Relations of NPO's Leisure Industry, Public Relations of Commerical Leisure Industry, Public Relations of Leisure Community, Leisure education and Public Relations of Leisure Industry, Leisure Education and Quality of Life and Community Development, Mid-term Examination, Goal of Public Relations of Leisure Industry, Tools of Public Relations of Leisure Industry, Planning of Public Relations of Leisure Industry, Evaluation of Public Relations of Leisure Industry, Training Program for Public Relations of Leisure Industry, Abilities for Publisic Relations Person, Mistake for Public Relations Person, Cases for Public Relations of Leisure Industyr.
教材	以實務講演方式教學爲主，並配合投影片/ppt方式教學，以達到學習之最佳效果。	Teaching Materials	By Lecture，Profile projector，ppt。
成績評量方式	平時出席參與成績20%，個案研討成績20%，期中考試成績30%，期末書面報告成績30%。	Grading	Class participation 20%，Case Study 20%，Mid. Term 30%，Final Report 30%。
教師網頁	_		
教學內容	公眾關係學之發展已經廣泛應用於商業管理/工業管理/休閒產業管理與政治社會各領域之中，本課程將公眾關係學之理念/沿革/功能/組織結構/從業人員/對象構成分析/內部公共關係/傳播媒介與溝通原則/調查與策劃/實施與評估等之理論與實務作深入講授，並舉觀光旅遊產業/飲食文化產業/休閒運動產業/地方特色產業之公眾關係學之學理應用與實際運作經驗，以此些個案之爲強化學生之學習績效。	Syllabus	In order to train professionals in Public Relation of Lesiure Industry，This course offers coureses in fundamental theories such as：Basic question / Background / Function /Organization structure / Employee / Elements / Internal-PR / Information & Communciation / Research & Strategy / Tactics & Evaluation...etc.，This coures also strongly Emphasizes a case study approach and learning by practical training，The main research functions include：Public Relations，Public Relation strategies of Lesiure Industry，The sustainable way of PR in Lesiure Industry。

尊重智慧財產權，請勿非法影印。