

朝陽科技大學 092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

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|--------|--|--------------------|--|
| 當期課號   | 7666   | Course Number      | 7666   |
| 授課教師   |  | Instructor         |  |
| 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，已極為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           |  |

尊重智慧財產權，請勿非法影印。