

朝陽科技大學 092學年度第2學期教學大綱
The Communication for Public Relationship 公共關係溝通

當期課號	7197	Course Number	7197
授課教師	張甫任	Instructor	,
中文課名	公共關係溝通	Course Name	The Communication for Public Relationship
開課單位	應用外語系碩士班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	在當今二十一世紀元中，企業經營國際化、經貿交易全球化、全球運籌管理等已成爲新的風潮，在這樣的經營環境下公共關係溝通變得不可或缺。本科教學課程希望藉由此類教育訓練課程學習商業溝通知識進而培育出優秀商業的公共關係溝通人才。	Objectives	In 21 century, the way of enterprises and the trading methods become the new fashion. In this circumstance, it is very important to get the knowledge of Business Public Relationship. This class will conduct the student to cultivate a terrific public business communicator. The business communication skills and public relationship will be our learning points.
教材	討論報告、講評	Teaching Materials	Discuss and Comment
成績評量方式	講述、討論、個別報告	Grading	Discussing, intructing
教師網頁	-		
教學內容	在二十一世紀元中，企業經營國際化、經貿交易全球化、全球運籌管理等已成爲一新的風潮，在這樣的經營環境下，策略聯盟、合資、購併、三角貿易、異業結盟、智慧財產權讓與等課題之公共關係溝通，變得不可或缺，本科教學希藉由此類教育訓練課程培育出溝通高手。	Syllabus	In 21 century, the way of enterprises and the trading methods become the new fashion. In this circumstance, it is very important such as the device of alliance, joint stock, differial alliance, wisdom astates, etc. This class will conduct the student to acquaint munication and public relationship in the future working carrier.

尊重智慧財產權，請勿非法影印。