

朝陽科技大學 093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	4185	Course Number	4185
授課教師	顏建賢	Instructor	YEN,CHIEN HSIEN
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 Public Relations Person, Mistake for Public Relations Person, Cases for Public Relations of Leisure Industr.
教材	1.Suvan A. and Ruskin H.,2000,Leisure Eduation,Community Development and Populations with Special Needs,CABI Publishing. 2.毛國棟編著，1991，做個好公關，先見出版公司。 3.Kotler and Armstrong 著，吳文清譯，行銷學，台灣西書出版社。	Teaching Materials	
成績評量方式	期中考30% 討論與報告30% 期末考40%	Grading	Mid-term Examination 30% Mid-term paper 30% Term paper 40%
教師網頁	-		
教學內容	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期末考	Syllabus	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 Public Relations Person, Mistake for Public Relations Person, Cases for Public Relations of Leisure Industry, Term-examination,
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尊重智慧財產權，請勿非法影印。