朝陽科技大學 094學年度第1學期教學大綱
Public Relations 公共關係

當期課號	1451	Course Number	1451
授課教師	顏建賢	Instructor	YEN,CHIEN HSIEN
中文課名	公共關係	Course Name	Public Relations
開課單位	休閒事業管理系(四日)四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及如何與媒體建立良好關係。本課程之目標在使學生對公共關係學門的相關知識有所認識，並結合理論與實務。	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.Goal of this curriculum is enabling the student to understand the knowledge of the public relations disciplines with theory and practice.
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 Publisic Relations Person, Mistake for Public Relations Person, Cases for Public Relations of Leisure

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尊重智慧財產權，請勿非法影印。