朝陽科技大學 094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	1272	Course Number	1272
授課教師	林木春	Instructor	LIN,MU CHUN
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	公共關係理論與實務 李次郎著 水牛出版社	Teaching Materials	
成績評量方式	期中考 50% 期末考 口頭&書面報告50%	Grading	Mid-term test： 50% End-term exam： oral report & paper 50%
教師網頁	_		
教學內容	第一章 公共關係概述 第二章 公關人員之要件與職責 第三章 公關與溝通 第四章 公關與遊說、談判 第五章 公關與行銷、廣告 第六章 公關與大眾傳播媒體 第七章 公關策略 第八章 如何做好公關工作 第九章 總結	Syllabus	CHPT1 General description of Public Relation CHPT2 The responsibility of the Public Relation Officer CHPT3 Communication with Public Relation CHPT4 Persuasion / Negotiation and Public Relation CHPT5 Marketing / Advertisement with Public Relation CHPT6 Mass media with Public Relation CHPT7 Strategy with Public Relation CHPT8 How to deal with Public Relation CHPT9 Summary

尊重智慧財產權，請勿非法影印。