朝陽科技大學 096學年度第1學期教學大綱
Public Relations 公共關係

當期課號	3535	Course Number	3535
授課教師	湛明暉	Instructor	CHAN,MING HUI
中文課名	公共關係	Course Name	Public Relations
開課單位	傳播藝術系(二進)五A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	教學目標：包含知識、技能、態度、其他等四項 1. 能熟悉公關之歷史演進、理論架構、法規及組織(知識) 2. 能運用各種大眾媒體，實際從事基本公關活動的企劃(技能) 3. 能具備公關人員之專業意識與道德規範(態度) 4. 能廣泛了解公關能運用的各個社會及商業層面，並討論目前國內的公共關係發展現況(其他)	Objectives	1. Understand theory, regulations, and organization of public relations (knowledge) 2. Use mass media to engage in basic activities of public relation planning (skills) 3. Develop the ethics and awareness of a professional in public relations (attitude) 4. Apply a broad understanding of public relations to commercial behavior and society; discuss the current development of public relations in Taiwan (other)
教材	公共關係學：原理與實務	Teaching Materials	public networking : principle and real tusk
成績評量方式	出席率及上課表現：30% 作業成績：30% 考試成績：40%	Grading	Attend rate and have a class behave : 30% Homework achievements : 30% Exam achievements : 40%
教師網頁			
教學內容	什麼是公共關係？ 公共關係只是企業的工作嗎？個人、非營利組織、政府單位等需要進行公共關係活動嗎？ 如果你還以爲公關只是企業的一種廣告方式，那就太小看公關的影響力了。現代可說是一個全民公關的時代，個人想要找到一個好工作、企業想要建立品牌形象、非營利組織想要招募志工、政府政策想要獲得民眾支持，都需要依賴公共關係的運作。 很多人分不清楚公關與業務推廣、新聞、廣告之間的差異，不但常常混爲一談，策劃工作時也漏洞百出，因此本課程將從公共關係的原理開始談起，讓學習者了解公共關係的定義、操作方式、規劃重點，以及個人、企業、非營利組織如何進行公共關係。期望藉由本課程的訓練，學習者能成爲一位受人歡迎的社會人，同時具有策劃公共關係活動的工作技能。	Syllabus	What is public relation? Public relation just industrial job ？Individual, nonprofit-marking organization, government … for need to proceed public relation activity? If you still think public relation just industrial an kind of advertisement style, that very look down upon public relation's influence 。Modern can say be a the whole people public relation's era, individual wants to find a good job, enterprise wants to establish brand image, nonprofit-marking organization wants to recruit ambition work, government policy wants to acquire civilian stand by, all need to depend on public relation's operation. A lot of people confuse public relation with business popularize, news, advertisement between difference, not only is often lump together, machination working hour full of loopholes is too, so this course will from public relation's principle starts mentioning, let learner unfasten public relation's definition, operate mode, layout emphases, and individual, enterprise, nonprofit-marking organization how to proceed public relation. Expectation by means of is by this course's training, learner can become a society person, meanwhile possess machinate public relation active job skill.

尊重智慧財產權，請勿非法影印。