朝陽科技大學 096學年度第1學期教學大綱
Management for Public Relation Strategy 企業公關策略管理

當期課號	7048	Course Number	7048
授課教師	黃淑琴	Instructor	HUANG,SHU CHIN
中文課名	企業公關策略管理	Course Name	Management for Public Relation Strategy
開課單位	企業管理系碩士班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程探討公關之情境目的過程與技術，已極爲機處理之規劃演練及執行。本課程訓練目標強調學習與判斷相關技術，尤其是危機處理中的公關。教學探期刊論文研究及個案探討等方法。	Objectives	The course will provide students with a basic understanding of public relations processes, practices, and effects. The course will introduce the student to the basic elements and principles of public relations. The student will be able to learn basic public relations research, development a basic public relations plan, implement components of that plan and evaluate the results.
教材	授課教師補充講義、學術論文、個案、推薦書籍與實務資料。	Teaching Materials	
成績評量方式	出席與參與(實體):15% 個案研討、論文導讀:25% 撰寫新聞稿:20% 課程模擬活動:40%	Grading	Presence and participation:15% Case studing, paper reading and discussion:25% Homework:20% Activities:40%
教師網頁	教學網站即將開張!敬請期待		
教學內容	本課程將融合學術研究與實務，前者著重論文閱讀，後者則以實作爲主，透過電影、個案研討、教學網站、模擬公關活動等方式進行，內容主題包括: 1.個人公關 2.PR(Public Relations)概論 3.行銷公關策略與戰術 4.公關溝通模式 5.內外部公關(社區公關、員工關係、媒體關係、政府關係) 6.公關禮儀 7.危機處理 8.新聞稿撰寫技巧 9.數位時代公關術	Syllabus	The activities in this course include seeing movies, game playing, PR simulations...etc. The content is as follows: 1. A general concept introduction of Public Relations 2. Public Relations through internet. 3. Strategies and Tacits of Public Relations. 4. Models of Public Relations. 5. Strategic planning of message conveying. 6. Community relationship. 7. Internal relationship. 8. Strategy for image creation. 9. Manners for public relatios. 10. Strategy for media relations. 11. Crisis management.

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