朝陽科技大學 098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	3299	Course Number	3299
授課教師	申震雄	Instructor	Shen,Chen Hsiung
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(二進)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	休閒與遊憩概論-產業觀點，作者鄭健雄，雙葉書廊 公共關係學─原理與實務，作者姚惠忠，五南文化事業	Teaching Materials	
成績評量方式	出席率 20% 學習態度與活動參與 20% 期中測驗 30% 期末測驗 30%	Grading	Attendance 20% learning attitude and activities participation 20% midterm exam 30% final exam 30%
教師網頁	_		
教學內容	一、概念篇(公關定義、公關工作內容、傳播目標、公關人員的特質與技能) 二、操作篇(企劃、情報、創意、新聞宣傳、廣告、評估) 三、應用篇(個人公關、企業公關、組織公關、政府公關) 四、危機處理篇(媒體關係、消費者關係、員工關係、社區關係、 危機管理) 五、介紹休閒產業與公眾關係	Syllabus	This course is aimed to investigate 1. Concepts(definition of public relations, content of public relaations, propaganda objectives, traits and skills of personnel of public relations) 2.Operation (planning, information, creation, propaganda, advertisement, and evaluation) 3.Application (individual public, enterprise, organization, and government public relations. 4. Crisis management(multi-media, consumer, employee, and community public relations, as wll as crisis management) 5.Introduction of Leisure Industry and Public Relations

尊重智慧財產權，請勿非法影印。