朝陽科技大學 099學年度第2學期教學大綱
Pulic Relation 公共關係與倡導

當期課號	2268	**Course Number**	2268
授課教師	林能山	**Instructor**	Neng,shan Lin
中文課名	公共關係與倡導	**Course Name**	Pulic Relation
開課單位	社會工作系(四日)四A	**Department**	
修習別	選修	**Required/Elective**	Elective
學分數	2	**Credits**	2
課程目標	公共關係在社會工作中扮演了愈來愈重要的角色,本課程將介紹公共關係的基本概念、理論與策略，並探討公共關係在社會工作領域之特殊性（有別於商業領域）與管理方式。	**Objectives**	Public Relations play a more and more important role in social work. This course aims to introduces students to the basic concepts, theories, strategies and tactics of public relation, obtain a fine management method of public relations in the field of social work.
教材	參考書目: 一、中文 1. 陳一香，2007，《公共關係：理論、策略與應用》。台北: 雙業書廊。 2. 孫秀蕙，2009，《公共關係：理論、策略和研究實例》。台北: 正中書局。 3. 官有垣、王仕圖，2000，<非營利組織的相關理論>，蕭新煌主編，《非營利組織部門: 組織與運作》，第二章，頁43-74。台北: 巨流圖書公司。 4. 蕭新煌主編，2009，《非營利組織部門: 組織與運作》。台北: 巨流圖書公司。 二、英文 1.Walter W. Powell & Richard Steinberg, The Nonprofit Sector: A Research Handbook, Washington: Yale University Press, 2006. 2.Marcia Avner, Lobbying and Advocacy Handbook for Nonprofit Organizations: Shaping Public Policy at the State and Local Level, Minnesota: Fieldstone Alliance, 2004. 3.Jang, Hee-Soun. and Feiock, Richard. “Contracting Out Local Government Services to Nonprofit Organizations” Paper presented at the annual meeting of the The Midwest Political Science Association, Palmer House Hilton, Chicago, Illinois, April 15, 2004. http://www.allacademic.com/meta/p83590_index.html. 4.Fraser P. Seitelslf, The Practice of Public Relations, New Jersey: Prentice Hall, 1998. 5.Thomas Wolf, Managing a Nonprofit Organization in the Twenty-First Century, New York : Simon & Schuster, 1999. 6.James Douglas, “Political Theories of Nonprofit Organization.” in Walter W. Powell (ed.), The Nonprofit Sector: A Research Handbook. New Havan: Yale University Press, 1987. 7.Henry Hansmann, “Economic Theories of Nonprofit	**Teaching Materials**	參考書目: 一、中文 1. 陳一香，2007，《公共關係：理論、策略與應用》。台北: 雙業書廊。 2. 孫秀蕙，2009，《公共關係：理論、策略和研究實例》。台北: 正中書局。 3. 官有垣、王仕圖，2000，<非營利組織的相關理論>，蕭新煌主編，《非營利組織部門: 組織與運作》，第二章，頁43-74。台北: 巨流圖書公司。 4. 蕭新煌主編，2009，《非營利組織部門: 組織與運作》。台北: 巨流圖書公司。 二、英文 1.Walter W. Powell & Richard Steinberg, The Nonprofit Sector: A Research Handbook, Washington: Yale University Press, 2006. 2.Marcia Avner, Lobbying and Advocacy Handbook for Nonprofit Organizations: Shaping Public Policy at the State and Local Level, Minnesota: Fieldstone Alliance, 2004. 3.Jang, Hee-Soun. and Feiock, Richard. “Contracting Out Local Government Services to Nonprofit Organizations” Paper presented at the annual meeting of the The Midwest Political Science Association, Palmer House Hilton, Chicago, Illinois, April 15, 2004. http://www.allacademic.com/meta/p83590_index.html. 4.Fraser P. Seitelslf, The Practice of Public Relations, New Jersey: Prentice Hall, 1998. 5.Thomas Wolf, Managing a Nonprofit Organization in the Twenty-First Century, New York : Simon & Schuster, 1999. 6.James Douglas, “Political Theories of Nonprofit Organization.” in Walter W. Powell (ed.), The Nonprofit Sector: A Research Handbook. New Havan: Yale University Press, 1987. 7.Henry Hansmann, “Economic Theories of Nonprofit

	Organization Change." in Walter W. Powell (ed.), The Nonprofit Sector: A Research Handbook. New Havan: Yale University Press, 1987. 8.Steven J. Ott, "Economic and Political Theories of the Nonprofit Sector." in Steven J. Ott (ed.), The Nature of the Nonprofit Sector, Part 6, pp179-189. Boulder, Colorado: Westview Press, 2001.		Organization Change." in Walter W. Powell (ed.), The Nonprofit Sector: A Research Handbook. New Havan: Yale University Press, 1987. 8.Steven J. Ott, "Economic and Political Theories of the Nonprofit Sector." in Steven J. Ott (ed.), The Nature of the Nonprofit Sector, Part 6, pp179-189. Boulder, Colorado: Westview Press, 2001.
成績評量方式	1.出席與討論40%: 2.期中考30% 3.期末考30% *平時成績計算 a.出席70%(15次X6分), 全勤加到滿分 b.作業30% (一次課堂報導,5分鐘) c.曠課達4次平時成績0分,只要學校許可,按照學校請假程序,不記次數.	**Grading**	1.Attendance and discussion:40% 2.Midterm:30% 3.Final:30%
教師網頁	-		
教學內容	課程簡介: 這門課旨在幫助學生理解非營利組織的公共關係與政策倡議的理論與實務。這門課不僅重視社會科學知識的傳播，同時把各個觀點背後的形成方法安排在課堂裡，這樣的設計可以幫助學生理解 (Understanding) 非營利組織的公共關係與政策倡議所必須的知識廣度，另一方面提供學生在觀察(observation) 與詮釋(interpretation) 這些社會現象時所須的分析工具(理論基礎)。 課程大綱: Week 1. 簡介 Week 2. 非營利組織的理論基礎 Week 3. 非營利組織的類型與管理 Week 4. 公共關係的本質與角色 Week 5. 公共關係運作之相關理論與模式（一） Week 6. 公共關係運作之相關理論與模式（二） Week 7. 公關策略與媒體關係 Week 8. 公共關係企劃（一） Week 9. 公共關係企劃（二） Week10. 公共關係效果評估 Week11. 政策倡議探討 Week12. 倡議與中央政府: 未立案養護機構法制化過程爲例 Week13. 倡議與地方政府: 台北市廢公娼爲例 Week14. 倡議與國會:「兒童及少年性交易防治條例」爲例 Week15. 倡議與社會運動: 以台灣的反核運動爲例 Week16. 倡議與利益團體: 以社會福利組織爲例	**Syllabus**	Introduction: This module introduces students to a range of theoretical and practical issues that emerge in the public relations of non-profit organization (NPO) and the policy advocacy. It aims to provide students with a broad understanding of various aspects of theories relevant to the public relations of NPO and the policy advocacy, which gives them academic ability to interpret and observe the phenomena in terms of social science standards. In this course, students will also develop their own arguments on these issues through the experience of discussing the required topics in the class, and through the mid-term and final assessment. The Outline of the Course: Week 1. Introduction Week 2. The Theoretical Perspectives of Nonprofit Organization Week 3. The Types and Governance of Nonprofit Organization Week 4. Nature and Role of Public Relations Week 5. Theories and Practice in Public Relations (1) Week 6. Theories and Practice in Public Relations (2) Week 7. Strategies of Public Relations and Mass Media Week 8. Planning of Public Relations (1) Week 9. Planning of Public Relations (2) Week10. Efficient Evaluation of Public Relations Week11. Discussion on Policy Advocacy Week12. Advocacy and Central Government: A Case Study in the Legalization of Unregistered Caring and Recuperating Agencies Week13. Advocacy and Local Governments: A Case Study Abolishing Licensed Prostitute Week14. Advocacy and National Legislature: The Example of "The Law to Suppress Sexual Transactions Involving Children and Juveniles" Legislative Process Week15. Advocacy and Social Movements: The Case of Anti-Nuclear Movemen Week16. Advocacy and Interest Groups: Cases of Social Welfare Organizations

尊重智慧財產權，請勿非法影印。