# 佛光大學 課程大綱 Course Outline

		公共關係						
英文課程名稱 Course Name in English		Public Relations						
	代碼 rse Code	PA22D			班別 Degree	■學士班 Undergraduate Program □碩士班 Master Program □博士班 PhD Program		
學	分數	2	時數		修別	□必修Ⅰ	Required	
Cre	dit	3	Hour	3	Туре	■選修	Elective	
學和		□通識教〕	育 Genera	l Education	□院基礎	使 Foundation	n	
Prog	gram	□系核心(	Core	ı	■學系專	-業選修 Sp	ecialized Elective	
先修課程								
prer	equisite							
課程描述								
Course Description								
	深入探討公共關係之演進及其理論基礎,進行主題研究並提出模擬執行計畫。 The public relation is a kind of theory, and also a kind of technology. At the present times, the theory is well developed, and this practical social science is required between the government and civil enterprises. It means that the public information is the most earnest need for everyone. This course will let students understand more information and knowledge about public relations.							
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4	培育兼具理性思考與行動能力之人才	
		課程目標與基本素養
	核心能力(專業能力)	與核心能力相關性
	Learning Outcomes (Basic Learning Outcomes)	Correlation between Course Objectives and learning Outcomes
A	政策規劃與政策分析能力	©
В	公民參與及意見彙整能力	
С	專業活動規劃與控管能力	0
D	溝通協調與團隊合作能力	*
E	應變處理與問題解決能力	
F	地方發展與全球事務解析能力	

圖示說明:111ustration:★高度相關 Highly correlated ◎中度相關 Moderately correlated

#### 課程綱要

#### Course Outline

- 課程介紹
- 公共關係的基本概論
- 公共關係發展的發展
- 公共關係的內涵
- 公關人員的素養
- 公共關係的工具及其運用
- 公共關係與大眾傳播
- 公共關係的計畫評估
- 實際案例研究
- 模擬策略規劃
- 課程綜合研討

## 資源需求評估 (師資專長之聘任、儀器設備配合...等)

Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

## 課程要求及教學方式之建議

Course Requirements and Suggested Teaching Methods

修課學生應該踴躍出席並發問,對於作業及考試應該依照規定時間繳交 Having the class on time, all the questions are very welcomed. Please hand on the paper and have the exam on time.

## 其他 Miscellaneous

	請尊重智慧財產權,課程教材不得非法影印

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