

COURSE DETAIL

PUBLIC RELATIONS

Country

China

Host Institution

Fudan University

Program(s)

Fudan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Political Science

UCEAP Course Number

144

UCEAP Course Suffix**UCEAP Official Title**

PUBLIC RELATIONS

UCEAP Transcript Title

PUBLIC RELATIONS

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

Teaching Purpose: This course is a highly applied subject. It will mainly teach public relations related theories and guide students to practical application. Through the development history, characteristics and types of public relations, as well as classic case explanations, situation experience, group discussions, and public relations activity design and planning, students are encouraged to participate in interaction, cultivate students' diversified vision, creative thinking and practical operation ability, and improve the analysis and organization ability of public relations activity planning.

Basic content: basic theories, basic concepts, historical development, differences in the actual development of public relations activities of different types of organizations (enterprises, governments, NGOs, etc.); Handling of crisis public relations, psychology of public relations activities, etc.

Language(s) of Instruction

Chinese

Host Institution Course Number

POLI130044

Host Institution Course Title

PUBLIC RELATIONS

Host Institution Campus

Host Institution Faculty

Yi ZHANG

Host Institution Degree

Host Institution Department

School of International Relations and Public Affairs

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