

수업계획서(Syllabus)

교과목 번호 (Course No.)	HBF01414		교과목명 (Course Title)	PR전략		강좌번호 (Course No.)	5819	
개설학과 (Department Major)	디지털미디어학과		개설학년/학기 (Year/Semester)	4학년 / 1학기		학점/시간 (Credit/Hour)	3 / 3	
강의시간 / 강의실 (Lecture Time/ Classroom No.)	화요일 17:50-20:15 강의실 : S1415				실험실 (Laboratory Location)			
상담시간 (Office Hours)	By appointment(사전 약속 후 상담진행)				집중수업 기간	해당없음		
담당교수 (Lecturer)	이상연	연구실(전화) (Office(Phone))		e-mail		syonly@empal.com		
교육영역 (Course Type)	교양 (Liberal Arts)	전공 (Major)	수업방식 (Course Composition)	강의 (Lecture)	실험 (Experiments)	발표 (Presentation)	협동학습 (Team Project)	기타 (Others)
		0		0		0		Discussion
교과목 교육목표 (Course Objectives)	The primary goal of this course is to cultivate competence in planning and analyzing effective Public Relations campaign by applying theoretical approach and strategic viewpoints based on modern Public Relations as a social science.							
교과목개요 (Course Description)	<p>The main purpose of this course is to develop practical and strategic PR plans based on modern PR concepts and theories. Therefore, it is essential to establish a theoretical foundation for setting PR goals and deriving comprehensive PR strategies accordingly.</p> <p>Furthermore, we will deepen our understanding of PR domains based on publics and PR goal. Ultimately, we will try to cultivate the ability to plan effective PR campaigns based on strategic frameworks and theories.</p> <p>In particular, for this semester, we will try to integrate PR theories into the field of culture and arts, considering the recent and notable Hallyu trend. The course will explore methods for creating press releases for actual publicity and seek methodologies for developing effective PR strategies.</p> <p>Please be reminded that this course will be conducted in English. However, Korean may be used as a secondary language in some parts to help understanding of meanings with a Korean cultural background.</p>							
수업진행방법 (해당사항 전체선택)	<input type="checkbox"/> 동영상(LMS)			<input type="checkbox"/> 실시간 화상강의		<input checked="" type="checkbox"/> 대면수업		
	수강사이트 https://lms.mju.ac.kr 통합로그인			시스템명 : URL :		※ 강의실 출석		
선수과목 및 지식 (Prerequisite)	PR Principals (Recommended but not mandatory)							
신 교육기법활용 (Use of new education methods)	Flipped Learning (플립드러닝)		Blended Learning (블렌디드러닝)		PBL(Problem Based Learning)		기타(Etc)	
성적평가방법 (Evaluation)	출석 (Attendance)	과제물/ 보고서 (Assignments/ Reports)	수시시험 및 중간고사 (Quiz포함) Exams (periodically throughout the semester (Including Quiz and Mid-term Exam	학기말시험 (Final Exam)	발표 (Presentation)	기타 (Others)	합계 (Total)	
	10	20	20	0	30	20	100 %	
	기타내용 (Remark)	Discussion and class participation						
교과목교육목표 성취도평가방법 (Evaluation on the extent to which course objectives have been achieved)	<p>*Evaluation: Assignments, Exams, Presentations, Attendance, Attitude</p> <p>*Assessment Method: The percentage of students with academic achievements of 80 points or higher out of the total enrolled students (out of 100 points)</p> <p>*Achievement Goal: The percentage of students scoring 80 points or higher should be over 70% of the total enrolled students</p> <p>*Evaluation Criteria: Midterm Exam 20%, Individual Assignments 20%, Presentations 30%, Attendance 10%, Discussion and Class Participation 20%</p>							
교재및 참고도서 (Textbook and & Reference Books)	주교재 (Required Textbook)	서명 (Title)	Managing Public Relations					
		저자명 (Author)	James E. Grunig, Todd Hunt		출판사명 (Publisher)	Wadsworth Pub Co		
		ISBN	9780030583377		출판년도 (Year of Publication)	1984		
	부교재 (Supplementary Textbook)	서명 (Title)	Public Relations Case Studies in Korea					
		저자명 (Author)	Woo Hyun Won, Jae Woong Yoo		출판사명 (Publisher)	CommucationBooks Inc.		
		ISBN	9791128896002		출판년도 (Year of Publication)	2022		
	참고도서 (Reference Books)	서명 (Title)	문화예술 PR전략					
		저자명 (Author)	이수범		출판사명 (Publisher)	서울경제경영		
		ISBN	978-89-97937-51-6		출판년도 (Year of Publication)	2016		

주 별 진 도 계 획
(Lecture Plan)

	주제 및 수업 핵심 내용 (Topics & Lecture Contents)	학습자료 및 과제 (Learning materials Assignments)
제1주 (Week1)	Tradition of Social Science Theory and Research, and PR	
제2주 (Week2)	Communication and PR	Reading(Case Study)
제3주 (Week3)	Concepts and Theories in PR #1	Reading(Case Study)
제4주 (Week4)	Concepts and Theories in PR #2	Reading(Case Study)
제5주 (Week5)	Strategy and Process in PR Campaign	Reading(Case Study)
제6주 (Week6)	Issue and Crisis Management	Reading(Case Study)
제7주 (Week7)	Characteristics and Strategies of Cultural Arts PR	Reading(Case Study)
제8주 (Week8)	Midterm exam	
제9주 (Week9)	Developing Communication Strategies	Reading(Case Study)
제 10주 (Week10)	Understanding Media	Reading(Case Study)
제 11주 (Week11)	Concepts in Media Relations	Reading(Case Study)
제 12주 (Week12)	Publicity and Media Relations	Reading(Case Study)
제 13주 (Week13)	Media Events and Press Rehearsals	Reading(Case Study)
제 14주 (Week14)	Final Project Presentation #1	
제 15주 (Week15)	Final Project Presentation #2	
제 16주 (Week16)		
보강 (필요시) (Make-up Class, when necessary)		

전공능력(교양핵심역량) 및 명지핵심역량의 교과목과의 연계성

(Relevance between the courses in the category of “Major Capabilities(Core Competence of Liberal arts)” and “Myongji Core Competence)

*Myongji MJU 2025 Myongji “Core Competence”: “MJU’s mid- to long-term Development Plan to improve its quality of education and infrastructures

순번	전공능력(교양핵심역량) (Courses in the category of Major Capabilities(Core Competence of Liberal arts))	역량비율 (100%)	명지핵심역량 (Courses in the category of Myongji Core Competence)
1	[디지털콘텐츠기획] 디지털콘텐츠의 지속적인 부가가치를 높이기 위해 시장의 트렌드와 이용자 분석을 반영하여 디지털콘텐츠 분야를 선정하고, 계획과 전략을 수립하여 관리하는 능력	30 %	융합, 실용, 창의, 자기주도, 어우름, 배려
2	[디지털콘텐츠제작] 각종 디지털 매체에 적합한 콘텐츠를 발굴하여 콘텐츠를 기획·제작하고 관리하는 능력	20 %	융합, 실용, 창의, 자기주도, 어우름, 배려
3	[홍보·마케팅] 기업과 제품의 경쟁우위 확보와 경영성과를 향상시키기 위하여 마케팅 목표 수립과 목표시장에 대한 체계적인 방안 설계 및 실행을 통하여 반응과 결과에 지속적으로 대응하는 능력	50 %	융합, 실용, 창의, 자기주도, 어우름, 배려

참 고 사 항
(Important information)

수강생 유의사항 (Information for Students)	<p>1. 각 교과목은 수업일수 4/5이상(군 휴학자는 2/3) 출석일 때 성적취득이 가능하다. (1. Credits can be obtained only when students attend at least 4/5 (2/3 for students on leave for military purposes) of the lecture.)</p> <p>2. 시험 부정행위 및 기타 부정한 방법으로 취득한 교과목의 성적은 학칙시행규칙 제100조에 의거하여 F처리 또는 취소한다. (2. When a student is caught in the acts of cheating, plagiarism, unauthorized collaboration, or other forms of academic dishonesty, he/she will be assigned a failing grade or F for the class in which he/she was caught in the act according to the University regulations.)</p>
장애학생 수업안내 (Students with Disabilities)	<p>장애학생은 학기 첫 주에 교과목 담당교수와의 면담을 통해 출석, 강의, 과제 및 시험에 관한 교수학습 지원사항을 요청할 수 있으며 요청된 사항에 대해 담당교수 또는 장애학생지원센터를 통해 지원받을 수 있습니다. (Students with disabilities may request for academic support(i.e. attendance, lecture, assignments, exams, etc.) from his/her assigned advisors during the first week of the class. This request is to be filed through the Center for Students with Disabilities.)</p>
기타사항 (Remarks)	<p>강의계획안의 내용은 추후 변경될 수 있습니다. (Syllabus is subject to changes.)</p>