

## MGPO4100 - 畢業報告I Graduation Report I

標題 Title	索書號 Call No
<p><b>1. The Role Of Public Relations In Refining Corporate Identity In Macau</b></p> <p>學生 Student(s): 陳惠娟 (P-10-0348-6); 張艷 (P-10-0350-7); 吳嘉儀 (P-10-0346-7); 梅嘉慧 (P-10-0362-3); 繆倩雯 (P-09-0320-3)</p> <p>導師 Advisor(s): 譚鳳儀 Tam Fung Yi</p> <p>學年 Academic Year: 2012/2013</p>	ESCE-4LPR-004
<p><b>2. How Important Is Public Relations On The Image Of Hotel Industry In Macao</b></p> <p>學生 Student(s): Iao Peng (P-12-0390-2); Ng Sam U (P-12-0388-1); Tam Sok Lan (P-11-0378-7); Wong Un San (P-12-0398-1)</p> <p>導師 Advisor(s): 譚鳳儀 Tam Fung Yi; 彭瑞明 Pang Soi Meng</p> <p>學年 Academic Year: 2015/2016</p>	ESCE-4LPR-020
<p><b>3. An Analysis Of Public Relations In Event Management</b></p> <p>學生 Student(s): Mak Iok Peng (P-13-0374-3); Cheang I Tak (P-13-0375-9); Chan Sok Ian (P-13-0379-7)</p> <p>導師 Advisor(s): 黎子明 Lai Tsz Ming</p> <p>學年 Academic Year: 2016/2017</p>	ESCE-4LPR-022
<p><b>4. The Influence Of Corporate Identity And Public Relations Perceptions On Customer Loyalty: A Case Study Of Sofitel Macao</b></p> <p>學生 Student(s): U Weng I (P-12-0385-9); Law Cheok Leng (P-13-0372-4); Tong Fong Cheng (P-13--381-8)</p> <p>導師 Advisor(s): 譚鳳儀 Tam Fung Yi</p> <p>學年 Academic Year: 2016/2017</p>	ESCE-4LPR-024
<p><b>5. The Acceptance Of Sustainable Event In Macao: Implications For Public Relations</b></p> <p>學生 Student(s): Wong Nga Teng (P-13-0382-1); Leong U Sin (P-13-0358-7); Chan Ka Lai (P-13-0386-2)</p> <p>導師 Advisor(s): 譚鳳儀 Tam Fung Yi</p> <p>學年 Academic Year: 2016/2017</p>	ESCE-4LPR-025
<p><b>6. The Use Of Public Relations In Tourism Industry</b></p> <p>學生 Student(s): Lai Ka Weng (P-13-0359-3); Lee Hok Ieong (P-13-0369-0)</p> <p>導師 Advisor(s): 黎子明 Lai Tsz Ming</p> <p>學年 Academic Year: 2016/2017</p>	ESCE-4LPR-026
<p><b>7. Public Relations Changing And Communication Development</b></p> <p>學生 Student(s): Wong Ka Cheng (P-13-0363-3); Leong Mei Teng (P-13-0373-0); Chan Chin Hang (P-13-0367-1)</p> <p>導師 Advisor(s): 黎子明 Lai Tsz Ming</p> <p>學年 Academic Year: 2016/2017</p>	ESCE-4LPR-027
<p><b>8. A Study Of Public Perception Of Public Relations In Macau</b></p> <p>學生 Student(s): 梁綺彤 LEONG I TONG (P-14-0411-2) 麥雪婷 MAK SUT TENG (P-14-0385-3) 馬俊龍 MA CHON LONG (P-14-0409-1)</p> <p>導師 Advisor(s): 譚鳳儀 Tam Fung Yi</p> <p>學年 Academic Year: 2017/2018</p>	ESCE-4LPR-029
<p><b>9. The Utilization Of Public Relations In Event Management</b></p> <p>學生 Student(s): 區妙敏 AO MIO MAN (P-14-0386-9); 梁綺紅 LEONG I HONG (P-14-0398-5); 李詠賢 LEI WENG IN (P-13-0436-3)</p> <p>導師 Advisor(s): 黎子明 Lai Tsz Ming</p> <p>學年 Academic Year: 2017/2018</p>	ESCE-4LPR-033

10. **The Role Of Public Relations In Enhancing The Public Image Of Macao Light Rail Transport** ESCE-4LPR-036  
學生 Student(s): 黃婭娜 WONG A NA (P-15-0352-4)  
導師 Advisor(s): 譚鳳儀 Tam Fung Yi  
學年 Academic Year: 2018/2019
11. **The Influence Of Endorser On Promotion** ESCE-4LPR-037  
學生 Student(s): 梁偉文 LEONG WAI MAN (P-15-0347-1); 李慧欣 LEE WAI YAN (P-15-0353-0)  
導師 Advisor(s): 黎子明 Lai Tsz Ming  
學年 Academic Year: 2018/2019
12. **The Effect Of Sales Marketing In Public Relations** ESCE-4LPR-039  
學生 Student(s): 張嘉茵 CHEONG KA IAN (P-15-0348-4); 鄧海駿 TANG HOI CHON (P-15-0372-1)  
導師 Advisor(s): 黎子明 Lai Tsz Ming  
學年 Academic Year: 2018/2019
13. **Public Relations Practice In Nonprofit Organization: A Study Of General Union Of Neighborhood Associations Of Macao** ESCE-4LPR-041  
學生 Student(s): 楊文浩 IEONG MAN HOU (P-15-0361-8); 梁永昭 LEONG WENG CHIO (P-15-0355-9); 何紫欣 HO CHI IAN (P-15-0358-1)  
導師 Advisor(s): 譚鳳儀 Tam Fung Yi  
學年 Academic Year: 2018/2019