

DEREE COLLEGE SYLLABUS FOR: CN 4667 CRISIS COMMUNICATION

(Fall 2020)

**US CREDITS 3/0/3
UK LEVEL: L6
UK CREDITS:15**

PREREQUISITES:	WP 1010 Introduction to Academic Writing WP 1111 Integrated Academic Writing and Ethics WP 1212 Academic Writing and Research CN 2202 Writing for the Media CN 2203 Introduction to Public Relations CN 3428 Public Relations Techniques
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CATALOG DESCRIPTION:	The stages of different types of crisis, from prevention and preparation to response and recovery; the role of PR in managing crisis; crisis management, risk assessment, interaction with the media, crisis communications planning, reputation, identity, image, social responsibility and business continuity.
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RATIONALE:	The course equips students with knowledge of the principles, strategy, communication models and methodological tools needed to plan for and deal with a crisis. Upon completion of the course students will be able to apply the skills and tactics necessary to support organizational crisis communications and handle key relationships with stakeholders and publics in a crisis.
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LEARNING OUTCOMES:	<p>After completing this course, students should be able to:</p> <ol style="list-style-type: none"> 1. Understand the concepts, theories, models, and strategies relevant to crisis communication. 2. Evaluate the complexity and challenges involved in managing crisis communications at all stages of a crisis. 3. Identify and critically assess issues that may lead to an organizational crisis. 4. Design a comprehensive communication plan.
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METHOD OF TEACHING AND LEARNING:	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> - Classes consist of lectures and interactive learning (class discussions on contemporary or past events, as well as case studies assigned by the instructor). - Exercises and primary source documents are assigned as homework, the solutions of which are reviewed in class - Office hours: Students are encouraged to make full use of the office hours of their instructor, where they can discuss the course material. - Use of a Blackboard site, where instructors can post lecture notes assignment instructions, timely announcements, and additional resources.
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ASSESSMENT:	Formative	
	Exercises such as case study discussions, analysis of key concepts and terms, assessment of samples of crisis communication plans, production of crisis communication materials	0
	Summative:	
	First assessment: midterm examination (1-hour problems/essay questions)	20%
	Second assessment: Portfolio (presentation in class)	10%

	<table border="1" data-bbox="667 138 1409 197"> <tr> <td data-bbox="667 138 1230 197">Third assessment: individual project (3,700-4,000 words)</td> <td data-bbox="1230 138 1409 197">70%</td> </tr> </table> <p>(The formative assessments prepare students for their midterm examination and their portfolio and project work.)</p> <p>The first assessment (midterm examination) tests Learning Outcome 1. The second assessment (Portfolio) tests Learning Outcome 4. The third assessment (individual project) tests Learning Outcomes 2, 3, and 4.</p> <p>Students are required to resit failed assessments in this module.</p>	Third assessment: individual project (3,700-4,000 words)	70%
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INDICATIVE READING:	<p>REQUIRED READING:</p> <p>Ulmer R., Robert, Sellnow L., Timothy, Seeger W., Matthew: Effective Crisis Communication: Moving from Crisis to Opportunity: Sage Publications(4th Edition) 2019.</p> <p>RECOMMENDED READING:</p> <p>Coombs W., Timothy Ongoing Crisis Communication Planning, Managing, and Responding (5th Edition)-Texas A&M University, College Station, Texas, 2019.</p> <p>Fearn-Banks Kathleen. Crisis Communications: A casebook Approach (4th Edition) Routledge, NY, 2011.</p> <p>Fearn-Banks Kathleen. Student Workbook to Accompany Crisis Communications, Routledge, NY 2016.</p> <p>Frandsen Finn, Johansen Winni. Organizational Crisis Communication: A multivocal approach, Sage Publications 2017.</p> <p>Ndlela N., Martin. Crisis Communication: A Stakeholder Approach, Palgrave McMillan, 2018.</p> <p>Oram Susan Specht. Crisis Communication Plan Template: With detailed guidelines and worksheets, SOS Communications LLC, 2017.</p>		
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	<p>REQUIRED MATERIAL:</p> <p>RECOMMENDED MATERIAL:</p>		
COMMUNICATION REQUIREMENTS:	All presentations using proper English (oral and written)		
SOFTWARE REQUIREMENTS:	Word, PowerPoint, Excel		
WWW RESOURCES:	<p>www.prsa.org/resource-library/issue-crisis-management</p> <p>www.businesscommunication.org</p> <p>www.cdc.gov</p> <p>iamcr.org/s-wg/working-group/crisis-communication</p>		
INDICATIVE CONTENT:	<p>PART I. THE CONCEPTUAL FOUNDATION</p> <ol style="list-style-type: none"> 1. Defining Crisis Communication 2. Expanding the Traditional Definition of Crisis 3. Disasters, Emergencies, Crisis, and Risk 4. Types of Crises 5. The Significance of Crisis in a Global Environment 6. Understanding the Misconceptions Associated with Crises and Crisis Communication 7. Understanding Crisis Communication Theory and Practice 8. Media Theories and Crisis Communication 9. Organizational Theories of Crisis Communication 10. Crisis Communication Theories That Describe, Explain, and Prescribe 11. Understanding and Defining the Threat Bias in Crisis Communication 		

12. Risk communication & Risk Auditing.
13. Conducting a Risk Communication Analysis, Risk Communication Distinguishing Between Risk and Crisis
14. Convergence Theory and Risk Communication
15. Issues Management: Identifying issues in the context of a crisis
16. The Crisis Communication Models
17. The Stages of a Crisis
18. Planning for Crisis- Renewal

PART II. THE LESSONS AND PRACTICAL APPLICATION

1. Lessons on Effective Crisis Communication. Determining Goals
2. Partnering with Crisis Audiences
3. Primary and Secondary Stakeholders Defined
4. Communicating with Underrepresented Groups During Crises
5. A Word on Partnerships and Listening
6. What Information Do Stakeholders Need Following a Crisis?
7. What kind of communication is the best Approach?
8. Reducing and Intensifying Uncertainty Before, During, and After Organizational Crises
9. Social Media and Effective Crisis Communication
10. The Power of Positive Action
11. Applying the Lessons to Produce Effective Crisis Communication Examples/Cases
12. What Makes an Effective Crisis Leader?
13. Leadership Virtues
14. Crisis Communication Team

PART III. THE OPPORTUNITIES

1. Learning Through Failure
2. Responding to the Ethical Demands of Crisis Ethics
3. Responsibility and Accountability
4. Access to Information
5. Humanism and Care
6. The Day After: Business Continuity and Organizational Renewal.
7. The future of Organizations