

DEREE COLLEGE SYLLABUS FOR CN 4667 CRISIS COMMUNICATION						
(Updated Fall 2025)		Instruction hours/lab hours/ US credits 3/0/3 UK LEVEL: 6 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 2103 Introduction to Public Relations CN 3428 Public Relations Techniques					
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.					
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.					
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to: 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 issues that may lead to an organizational crisis. 4. Design a comprehensive communication plan.					
METHOD OFTEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: - 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.					
ASSESSMENT:	<div>Formative:<table><tr><td>Case studies discussion, analysis of key concepts and terms, samples of crisis communication plans, crisis communication material</td><td>0</td></tr></table></div> <div>Summative:<table><tr><td>First assessment (midterm examination, 1-hour problems/essay questions)</td><td>20%</td></tr></table></div>		Case studies discussion, analysis of key concepts and terms, samples of crisis communication plans, crisis communication material	0	First assessment (midterm examination, 1-hour problems/essay questions)	20%
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	<table><tr><td>Second assessment: Portfolio</td><td>10%</td></tr><tr><td>Final assessment (Individual Project – 3700-4000 words)</td><td>70%</td></tr></table> <p>The first assessment (midterm examination) tests Learning Outcome 1 The second assessment (Portfolio) tests Learning Outcome 4. The final assessment (individual project) tests Learning Outcomes 2, 3 and 4</p> <p>Students are required to resit failed assessments in this module</p>	Second assessment: Portfolio	10%	Final assessment (Individual Project – 3700-4000 words)	70%
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INDICATIVE READING:	REQUIRED READING: Effective Crisis Communication: Moving from Crisis to Opportunity: Sage Publications (5th Edition) 2022. RECOMMENDED READING: Coleman Amanda Crisis Communication Strategies. Prepare, Respond and Recover Effectively in Unpredictable and Urgent Situations (2 nd Edition), Kogan Page, London UK, 2023. Coombs W. , Timothy Holladay Sherry J. (editors). The Handbook of Crisis Communication, (2 nd Edition)- Wiley-Blackwell, Sussex UK, 2023. Coombs W., Timothy Ongoing Crisis Communication Planning, Managing, and Responding (5 th Edition)-Texas A&M University, College Station, Texas, 2019. Fearn-Banks Kathleen. Crisis Communications: A casebook Approach (6th Edition) Routledge, NY, 2024. Fearn-Banks Kathleen. Student Workbook to Accompany Crisis Communications, Routledge, NY 2016. Frandsen Finn, Winni Johansen (editors). Crisis Communication, De Gruyter Mouton, Berlin; Boston, 2020. Frandsen Finn, Winni, Johansen . Organizational Crisis Communication: A multivocal approach, Sage Publications 2017. Heath, L. Robert, O'Hair H. Dan (editors). Handbook of Risk and Crisis Communication, Routledge New York (2009). Ndlela N., Martin. Crisis Communication: A Stakeholder Approach, Palgrave McMillan, 2018. Oram Susan Specht. Crisis Communication Plan Template: With detailed guidelines and worksheets, SOS Communications LLC, 2017.				
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	REQUIRED MATERIAL: RECOMMENDED MATERIAL:				
COMMUNICATION REQUIREMENTS:	Blackboard and an active ACG email account. High standards of oral and written English for all assignments				
SOFTWARE REQUIREMENTS:	Blackboard CMS; MSOffice				
WWW RESOURCES:	www.prsa.org/resource-library/issue-crisis-management www.businesscommunication.org www.cdc.gov iamcr.org/s-wg/working-group/crisis-communication				
INDICATIVE CONTENT:	PART I. THE CONCEPTUAL FOUNDATION 1. Defining Crisis Communication				

	<ol style="list-style-type: none"> 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 <p>PART II. THE LESSONS AND PRACTICAL APPLICATION</p> <ol style="list-style-type: none"> 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. Is certain communication always the best approach? 8. Avoid Overassuring Your Stakeholders 9. Tell your Stakeholders How to Protect Themselves. 10. Reducing and Intensifying Uncertainty Before, During, and After Organizational Crises 11. Social Media and Effective Crisis Communication 12. The Power of Positive Action 13. Applying the Lessons to Produce Effective Crisis Communication Examples/Cases 14. What Makes an Effective Crisis Leader? 13. Leadership Virtues 14. Crisis Communication Team <p>PART III. THE OPPORTUNITIES</p> <ol style="list-style-type: none"> 1. Learning Through Failure 2. Responding to the Ethical Demands of Crisis Ethics 3. Responsibility and Accountability 4. Corporations as moral agents 5. Crisis Opportunities 6. The Day After: Business Continuity and Organizational Renewal. 7. The future of Organizations
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