Academic course description

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| MASTER ‘S PROGRAMME**CRISIS COMMUNICATION**1ST YEAR OF STUDY, 1ST SEMESTER |

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| **Course title** | **CRISIS COMMUNICATION** |
| Course code | MTR1611 |
| Course type | full attendance/ tutorial |
| Course level | 2nd cycle (master’s degree) |
| Year of study, semester | 1st year of study, 1st semester |
| Number of ECTS credits | 6 |
| Number of hours per week | 4 (2 lecture hours + 2 seminar hours) |
| Name of lecture holder | Lect.dr. Maria Corina Barbaros |
| Name of seminar holder | Lect.dr. Maria Corina Barbaros |
| Prerequisites | Advanced level of English  |
| A | **General and course-specific competences** |
|  | **General competences**:* The ability to understand and use specific concepts and theories in the field of communication sciences
* The ability to identify and detail strategies and tools used within crisis communication situations

**Course-specific competences**:* The ability to transfer theoretical information to applied analysis on crisis communication cases
* Critical thinking on the effects of crisis communication techniques
* Creativity and innovation in building crisis communication tools and plans
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| B | **Learning outcomes** |
|  | * Analytical skills applied to crisis communication development and responses
* The ability to develop a crisis communication response in a specific context
* The ability to overview complex social contexts and implications of crisis situations
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| C | **Lecture content** |
|  | 1. Preliminary course, presentation of the themes and evaluation methods 2. Crisis communication parameters  2.1. The typology of crises 2.2. The specifics of crises in online and offline environments 2.3. Organizational contexts3. Reputation and image management 4. Technology and crisis communication5. Emotions and crisis communication 6. Crisis communication management: communicators, channels, messages 7. Exploring crisis communication from a stakeholders’ perspective 8. Online monitoring and crisis communication plans9. Assessment of post-crisis communication  |
| D | **Recommended reading for lectures** |
|  | 1.Coombs, W. Timothy, Holladay, Sherry (eds.). (2010). The Handbook of Crisis Communication. Oxford: Wiley-Blackwell2.Coombs, W. Timothy. (2014). Ongoing Crisis Communication. Planning, Managing, and Responding (second edition). Thousand Oaks, California: Sage Publications, Inc.3.Lukaszewski, James E. (2000). Crisis Communication Planning Strategies: A Crisis Communication Management Workbook. New York: The Lukaszewski Group, PRSA4.Liu, Brooke, Austin, Lucinda, Jin, Yan (2011). How publics respond to crisis communication strategies: The interplay of information form and source. Public Relations Review, 37, 345-353 |
| E | **Seminar content** |
|  | 1. Online monitoring. Applications 2. The typology of crises. Applications 3. Analysis of crisis situations in different contexts: political, economic, community / local, international4. Simulation of crisis situations 5. Communication plan for crisis. Applications  |
| F | **Recommended reading for seminars** |
|  | 1.Bouder, Frederic; Slavin, David; Lofstedt, Ragnar (eds.). (2009). The Tolerability of Risk: A New Framework for Risk Management. London: Earthescan.2.Coombs, W. T. (2007). Crisis Management and Communications. http://www.instituteforpr.org/topics/crisis-management-and-communications/3.Jin, Yan., Liu, Brooke Fisher, & Austin, Lucinda L. (2014). Examining the role of social media in effective crisis management: The effects of crisis origin, information form, and source on publics’ crisis responses. Communication research, 41 (1), 74-94.4.Lukaszewski, James E. (2000). Media Relations Strategies during Emergencies: A Crisis Communication Management Guide. New York: The Lukaszewski Group, PRSA.5.Lukaszewski, James E. (2000). War Stories and Crisis Communication Strategies: A Crisis Communication Management Anthology. New York: The Lukaszewski Group, PRSA.6.Lukaszewski, James E. (2016). Seven Dimensions of Crisis Communication Management: A Strategic Analysis and Planning Model. New York: The Lukaszewski Group, PRSA |
| G | **Education style** |
| learning and teaching methods | Teaching methods: conversation, demonstration, problem solving exercisesMaterials: video recordings, graphic materials |
| assessment methods | Observing and evaluating the continuous progress; evaluation of the group project consisting of a crisis communication plan |
| Language of instruction | English |