

MASTER 'S PROGRAMME  
**CRISIS COMMUNICATION**  
 1<sup>ST</sup> YEAR OF STUDY, 1<sup>ST</sup> SEMESTER

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| COURSE TITLE             | <b>CRISIS COMMUNICATION</b>  |
| COURSE CODE              | <b>MTR1611</b>   |
| COURSE TYPE              | <b>full attendance/ tutorial</b>   |
| COURSE LEVEL             | <b>2<sup>nd</sup> cycle (master's degree)</b>  |
| YEAR OF STUDY, SEMESTER  | <b>1<sup>st</sup> year of study, 1<sup>st</sup> semester</b>   |
| NUMBER OF ECTS CREDITS   | <b>6</b>   |
| NUMBER OF HOURS PER WEEK | <b>4 (2 lecture hours + 2 seminar hours)</b>   |
| NAME OF LECTURE HOLDER   | Lect.dr. Maria Corina Barbaros   |
| NAME OF SEMINAR HOLDER   | Lect.dr. Maria Corina Barbaros   |
| PREREQUISITES            | <b>Advanced level of English</b>   |
| <b>A</b>                 | <b>GENERAL AND COURSE-SPECIFIC COMPETENCES</b>   |
|                          | <p><b>General competences:</b></p> <ul style="list-style-type: none"> <li>→ The ability to understand and use specific concepts and theories in the field of communication sciences</li> <li>→ The ability to identify and detail strategies and tools used within crisis communication situations</li> </ul> <p><b>Course-specific competences:</b></p> <ul style="list-style-type: none"> <li>→ The ability to transfer theoretical information to applied analysis on crisis communication cases</li> <li>→ Critical thinking on the effects of crisis communication techniques</li> <li>→ Creativity and innovation in building crisis communication tools and plans</li> </ul>  |
| <b>B</b>                 | <b>LEARNING OUTCOMES</b>   |
|                          | <ul style="list-style-type: none"> <li>→ Analytical skills applied to crisis communication development and responses</li> <li>→ The ability to develop a crisis communication response in a specific context</li> <li>→ The ability to overview complex social contexts and implications of crisis situations</li> </ul>   |
| <b>C</b>                 | <b>LECTURE CONTENT</b>   |
|                          | <ol style="list-style-type: none"> <li>1. Preliminary course, presentation of the themes and evaluation methods</li> <li>2. Crisis communication parameters             <ol style="list-style-type: none"> <li>2.1. The typology of crises</li> <li>2.2. The specifics of crises in online and offline environments</li> <li>2.3. Organizational contexts</li> </ol> </li> <li>3. Reputation and image management</li> <li>4. Technology and crisis communication</li> <li>5. Emotions and crisis communication</li> <li>6. Crisis communication management: communicators, channels, messages</li> <li>7. Exploring crisis communication from a stakeholders' perspective</li> <li>8. Online monitoring and crisis communication plans</li> <li>9. Assessment of post-crisis communication</li> </ol> |
| <b>D</b>                 | <b>RECOMMENDED READING FOR LECTURES</b>  |
|                          | <ol style="list-style-type: none"> <li>1. Coombs, W. Timothy, Holladay, Sherry (eds.). (2010). The Handbook of Crisis Communication. Oxford: Wiley-Blackwell</li> <li>2. Coombs, W. Timothy. (2014). Ongoing Crisis Communication. Planning, Managing, and Responding (second edition). Thousand Oaks, California: Sage Publications, Inc.</li> <li>3. Lukaszewski, James E. (2000). Crisis Communication Planning Strategies: A Crisis Communication Management Workbook. New York: The Lukaszewski Group, PRSA</li> <li>4. 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</li> </ol>  |
| <b>E</b>                 | <b>SEMINAR CONTENT</b>   |
|                          | <ol style="list-style-type: none"> <li>1. Online monitoring. Applications</li> <li>2. The typology of crises. Applications</li> <li>3. Analysis of crisis situations in different contexts: political, economic, community / local, international</li> </ol>   |

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|                               | 4. Simulation of crisis situations<br>5. Communication plan for crisis. Applications   |
| F                             | RECOMMENDED READING FOR SEMINARS   |
|                               | 1. Boudier, Frederic; Slavin, David; Lofstedt, Ragnar (eds.). (2009). <i>The Tolerability of Risk: A New Framework for Risk Management</i> . London: Earthscan.<br>2. Coombs, W. T. (2007). <i>Crisis Management and Communications</i> . <a href="http://www.instituteforpr.org/topics/crisis-management-and-communications/">http://www.instituteforpr.org/topics/crisis-management-and-communications/</a><br>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. <i>Communication research</i> , 41 (1), 74-94.<br>4. Lukaszewski, James E. (2000). <i>Media Relations Strategies during Emergencies: A Crisis Communication Management Guide</i> . New York: The Lukaszewski Group, PRSA.<br>5. Lukaszewski, James E. (2000). <i>War Stories and Crisis Communication Strategies: A Crisis Communication Management Anthology</i> . New York: The Lukaszewski Group, PRSA.<br>6. Lukaszewski, James E. (2016). <i>Seven Dimensions of Crisis Communication Management: A Strategic Analysis and Planning Model</i> . New York: The Lukaszewski Group, PRSA |
| G                             | EDUCATION STYLE  |
| LEARNING AND TEACHING METHODS | Teaching methods: conversation, demonstration, problem solving exercises<br>Materials: 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  |