



APPLIES TO ACADEMIC YEAR 2008/2009

INS 2600 Crisis Management and Communication

Program

Bachelor in Public Relations (3. year)

Responsible for the course

Peggy S Brønn, Magne Aarset

Department

Term

According to study plan

ECTS Credits

6

Language of instruction

To be decided

According to some authors 'An issue ignored is a crisis ensured'. This course combines the study of issues management and crisis management with communication majors in mind. Both processes are focused on improving stakeholder management and enabling the organization to be more ethically responsive to stakeholders' expectations. To be effective, issues and crisis management must have as their ultimate objective an increase in the organization's social responsiveness to its stakeholders. Students will develop the ability to help their organizations be proactive and, perhaps not avoid crises, then at least anticipate and prepare for them. Key concepts in the course are the stakeholder approach and being proactive.

Objective

The objective of the course is for students to be comfortable with the theory behind issues management and crisis, risk and communication management and to be able to apply it to developing proactive programs for their organizations.

Prerequisites

Must have taken the introduction course in INS 2500 Introduction to Public Relations.

Compulsory literature

Books:

2000. Harvard business review on crisis management. Boston, Mass. : Harvard Business School Press
Coombs, W. T.. 2007. Ongoing crisis communication: Planning, managing and responding. 2nd ed. Los Angeles : SAGE

Recommended literature

Books:

Choo, C. W.. 2006. The knowing organization: how organizations use information to construct meaning, create knowledge and make decisions. 2nd ed. New York: Oxford University Press
Cohn, Robin. 2000. The PR crisis bible : how to take charge of the media when all hell breaks loose. New York: St. Martin's Press
Mitroff, Ian I. and Gus Anagnos. 2001. Managing crisis before they happen : what every executive and manager needs to know about crisis management. New York: Amacom

Course outline

- Importance of crisis management
- Crisis preparation and prevention
- Signal detection
- Post crisis concerns - containment and recovery
- Additional topics:
- Strategic planning and issues management
- Corporate responsibility
- Special interest groups
- Issues communication
- Restraints on issues communication

- Risk management versus crisis management
- IM and crisis communication
- IM and risk communication

Computer-based tools

Blackboard

Course structure

36 hours based on lectures supplemented with cases that the students will be required to comment on at each class meeting.

Evaluation

Part 1 - Project to be done in groups of up to 3 students, accounts for 75 %

part 2

- Presentation of a case, accounts for 25 % (individual grade).

Evaluation code(s)

INS 26001 - Process evaluation accounts 100% of final grade in the course INS 2600 Crisis Management and Communication, 6 credits.

Aids at the examination

Powerpoint and other electronic tools for the presentation.

Makeup exam

A re-sit is held at the next scheduled exam in the course. Students who are taking new exam must take all parts of evaluation.