



APPLIES TO ACADEMIC YEAR 2010/2011

## **PRK 3524 Crisis communication**

### **Programme**

Bachelor in Public Relations (2. year)

### **Responsible for the course**

### **Department**

### **Term**

According to study plan

### **ECTS Credits**

7,5

### **Language of instruction**

Norwegian

### **Introduction**

Crisis can have huge influence on the reputation of organizations and this course will give an introduction to crisis management and crisis communication. Emphasis will be put on how organizations should attempt to avoid crisis by identifying and manage risks and issues. In addition, the course will focus on how organizations should communicate before, under and after a crisis has occurred.

### **Learning outcome**

#### **Acquired knowledge**

During the course the students shall acquire basic knowledge about the importance of crisis management and crisis communication, and be able to use the theories, analyze and judge how organizations should behave in relation to risks, issues and crisis.

#### **Acquired skills**

The students shall grasp the central theoretical approaches to risks, issues and crisis and the complex relationship between these three concepts. They shall be able to explain the difference between the concepts and be able to analyze and develop plans to manage them. In addition, the students shall be able to suggest and implement communication strategies for an organization before, during and after a crisis.

#### **Developed reflection**

The students shall develop a general awareness about the importance of risk, issues and crisis have for organizations and their reputation, as well as an understanding of the importance of being proactive and improvise and learn in crisis situations.

### **Prerequisites**

Students must have the introductory course in public relations or similar.

### **Compulsory reading**

#### **Books:**

Coombs, W. Timothy. 2007. Ongoing crisis communication : planning, managing, and responding. 2nd ed. Los Angeles, Calif. : SAGE

Eriksson, Mats. 2009. Nätens kriskommunikation. Lund : Studentlitteratur

Gilpin, Dawn R. and Priscilla J. Murphy. 2008. Crisis management in a complex world. Oxford : Oxford University Press

### **Recommended reading**

#### **Books:**

Coombs, W. T. and Holladay, S. J. , eds. 2010. The handbook of crisis communication. Malden, MA : Wiley-Blackwell

### **Course outline**

- Introduction: The importance of crisis
- Risks and issues
- Strategic planning
- Signal detection

- Crisis avoidance
- Crisis preparation
- Crisis recognition and response
- Crisis communication
- Post crisis management and communication
- Complexity theory

### Computer-based tools

None required

### Learning process and workload

22 hours of lectures devoted to different parts of the reading list. The distribution of the theme will be indicated by the lecture plan. As a part of the course, the students will be assigned small cases which will be discussed in plenary sessions. The students will also be asked to present in plenary sessions. In general only central issues in the reading list will be discussed in the lectures. Self study is important. The course requires two obligatory papers, written by groups of no more than three students. Term paper I must be approved (pass/fail), whereas term paper II will account for 75 % of the total grade in the course. In addition, an individual case presentation will account for 25 % of the total grad.

#### Recommended workload in hours

Activity	Hours
Participation in lectures	32
Preparation for lectures	30
Self study and discussion groups	74
Term paper I, obligatory 25	25
Term paper II, obligatory 35	35
Plenary feedback 4	4
<b>Total recommended time use</b>	<b>200</b>

### Use of hours

### Coursework requirements

#### Examination

Part 1 - Obligatory assignment. Pass/fail.

Part 2 - Group project, accounts 75 % of the grade in the course

Part 3 - Individual presentation, accounts 25 % of the grade in the course.

#### Examination code(s)

PRK 35241 Process evaluation accounts for 100% of final grade in PRK 3524 Crisis communication

#### Examination support materials

Powerpoint and other electronic tools for the presentation

#### Re-sit examination

A re-sit is held in connection with the next scheduled exam in the course.

Students who are taking new exam must take the course all over including all parts of evaluation.

### Additional information