



APPLIES TO ACADEMIC YEAR 2012/2013

BIK 2924 Crisis Communication and media relations

Programme

Single courses

Responsible for the course

Cecilie Staude

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Media has a great influence on a companys reputation. Without knowledge about principle of journalism, news criteria as well as how to handle the journalists in an interview situation, you are often helpless in the meeting with journalists. This course represents strategic and tactical guidelines on all aspects of developing and implementing a successful media relations program

Learning outcome

Learning outcomes:

Knowledge and understanding for communication management

Knowledge and understanding about the possibilities, threats and complexity in the new media landscape

Understanding of social media and how they works

Knowledge about methods and tools to be able to define profitable communication concepts

Be aware of the main principles and criteria for effective communication writing

Have knowledge about how to handle difficult interview situations

Be aware of your own rights in meeting with journalists due to the Vær Varsom-plakten

Prerequisites

None

Compulsory reading

Books:

Coombs, W. Timothy.. 2012. Ongoing crisis communication : planning, managing, and responding. 3rd ed. Sage

Harr, Erik. 2006. Medielobbyisme : kunsten at sætte en dagsorden.. Børsen. (Denne boken kan kun skaffes fra en Akademika bokhandel, eller på www.akademika.no)

Recommended reading

Books:

Apeland, Nils M. 2010. Det gode selskap : omdømmebygging i praksis. 2. utg. Hippocampus

Course outline

- Communication. identity and reputation management
- How the media works and news criteria
- Media structure and media channels
- Media strategy and messages

- Crisis management and the role of the media
- How to handle the intervju
- Trustworthiness og credibility
- Media training with camers

Computer-based tools

It's learning

Learning process and workload

The course is divided into three modules, 45 hours in total.

Module 1 Crisis management within the organisation

Module 2: The media

Module 3. The interview :

Examination

72 hours take home exam, counts 100 percent of grade

Examination code(s)

BIK29241 - 72 hours Individual Home Exam; counts 100% for passing the course BIK2924, 7,5 credits.

Examination support materials

All

Re-sit examination

Re-sit at the next ordinary exam.

Additional information