



APPLIES TO ACADEMIC YEAR 2012/2013

## **PRK 3524 Crisis communication**

### **Programme**

Bachelor in Public Relations (2. year)

### **Responsible for the course**

Peggy S Brønn, Magne Aarset

### **Department**

Department of Communication - Culture and Languages

### **Term**

According to study plan

### **ECTS Credits**

7,5

### **Language of instruction**

Norwegian

### **Introduction**

Crises 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 placed on how organizations should attempt to avoid crises by identifying and managing 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 should be able to grasp the central theoretical approaches to risks, issues and crisis and the complex relationship between these three concepts. They must be able to explain the difference between the concepts and be able to analyze and develop plans to manage them. In addition, the students should be able to suggest and implement communication strategies for an organization before, during and after a crisis.

#### **Reflection**

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

### **Prerequisites**

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

### **Compulsory reading**

#### **Books:**

Coombs, W. Timothy. 2012. Ongoing crisis communication : planning, managing, and responding. 3rd ed. Sage  
Aarset, Magne Volla. 2010. Kriseledelse. Fagbokforlaget

### **Recommended reading**

#### **Books:**

Coombs, W. Timothy and Sherry J. Holladay, eds. 2010. The handbook of crisis communication. Wiley-Blackwell

### **Course outline**

- Introduction: The importance of crisis
- Risks and issues
- Strategic planning
- Signal detection
- Crisis avoidance
- Preparation for crises

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

### Computer-based tools

None required

### Learning process and workload

The course consists of 22 hours of lectures devoted to different parts of the reading list. The teaching on various topics will be indicated by the lecture plan. As a part of the course, the students will be assigned small cases that will be discussed in plenary sessions. The students will also be asked to present in plenary sessions. In general only central issues on 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 grade.

#### 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 use of time</b> | <b>200</b> |

### Use of hours

#### Examination

Part 1 - Obligatory assignment. Pass/fail.

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

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

#### Examination code(s)

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

#### Examination support materials

PowerPoint and other electronic tools are required for the presentation

#### Re-sit examination

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

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

### Additional information