PRK 3524 Crisis communication - RE-SIT EXAMINATION

Programme
Bachelor of Public Relations (2. year)

Responsible for the course
Peggy S Brønn

Department
Department of Communication and Culture

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 willl 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. 2014. Ongoing crisis communication : planning, managing, and responding. Fourth ed.
Sage
Aarset, Magne Vollan. 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

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 80 % of the total grade in the course. In addition, an individual case presentation will account for 20 % of the total grade.

Recommended workload in hours:

Activity	Use of hours
Participation in lectures	32
Preparation for lectures	30
Self study and discussion groups	74
Term paper I, obligatory	15
Term paper II, obligatory	45
Plenary feedback	4
Total use of hours recommended	**200**

Use of hours

Examination
Part 1 - Obligatory assignment. Pass/fail.
Part 2 - Group project, accounts for 80 % of the grade in the course
Part 3 - Individual presentation, accounts for 20 % 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 recquired for the presentation

Re-sit examination
This course was lectured for the last time spring 2014. Re-sit exam will be offered autumn 2014 and last time spring 2015.

Additional information