



COURSE SYLLABUS

Crisis Communication, 7.5 credits

Crisis Communication, 7,5 högskolepoäng

Course Code: LCCK16	Education Cycle: First-cycle level
Confirmed by: Director of Education Sep 5, 2017	Disciplinary domain: Social sciences (70%) and technology (30%)
Valid From: Autumn 2017	Subject group: MK1
Version: 2	Specialised in: GIF
Reg number: HLK 2017/3314-313	Main field of study: Media and Communication Science

Intended Learning Outcomes (ILO)

On completion of the course, the student should be able to:

Knowledge and understanding

- describe and explain relevant concepts regarding crisis management and crisis communication (exam. 1, 2, 3)
- describe and explain crisis management and crisis communication from the perspectives of system, process, PR, efficiency and practicality (exam. 1, 2, 3)

Skills and abilities

- critically analyse extraordinary events and crisis situations regarding both the management and the communication of these events, with the assistance of theories connected to the latest research within the area (exam. 1, 2, 3)
- critically analyse extraordinary events and crisis situations, in order to manage and communicate these events in the best possible way, with internal and external stakeholders (the media is especially important) (exam. 1, 2, 3)
- adapt ongoing crisis management and communication skills in today's society with special focus on the online world (exam. 2, 3)
- give recommendations for how an organisation in the best possible way can develop a general proactive crisis management from the perspectives of gender equality, sustainable society and inter cultural communication (exam. 3)

Judgement and approach

- critically evaluate the student's own work and the work of other students based on scientific criteria (exam. 3, 4)
- critically evaluate the student's own learning and learning process (exam. 5)

Contents

- Crisis management from a proactive crisis leadership perspective (system- and process perspective)
- Crisis management and crisis communication from a PR-perspective

- Crisis management and crisis communication from an efficiency perspective
- Crisis management and crisis communication from a practical perspective
- Reflection of the student's own learning and learning process

Course unit 1, 0,0 credits

Type of instruction

The teaching consists of lectures, seminars and exercises performed individually or in groups.

A digital learning platform is used.

Students who have been admitted to and registered on a course have the right to receive instruction/supervision for the duration of the time period specified for the particular course to which they were accepted. After that, the right to receive instruction/supervision expires.

The teaching is conducted in English.

Prerequisites

General entry requirements and 37,5 credits in Media and Communication Science or equivalent. English proficiency is required. Exemption is granted from the requirement in Swedish.

Examination and grades

The course is graded A, B, C, D, E, FX or F.

The grades A, B, C, D and E are all passing grades. For courses with more than one examination, students are given a final grade based on an overall assessment of all examinations included in the course. The final grade of the course is issued only when all course units have been passed.

The examination is based on instruction and course literature. The examination must allow for students to be assessed on an individual basis. Students may not make a second attempt at any examination (or element of examination) already passed in order to receive a higher grade. Further information concerning assessment and grading criteria is provided in a study guide distributed at the beginning of the course.

Students are guaranteed a minimum of three examination occasions, including the regular occasion. If a student has failed the same examination three times, the student is entitled to request that the next examination is assessed and graded by a new examiner if possible. The decision to accept or reject such a request is made by the vice dean of education.

In case the course is terminated or significantly altered, examination according to the present course syllabus shall be offered on at least two occasions in the course of one year after the termination/alteration.

Examinations

1. Individual written and oral assignment
2. Written group assignment inclusive oral presentation
3. Individual written assignment
4. Individual opposition on the work of other students (regarding exam. 3)
5. A continuously individual annotation of the student's own learning and learning process

The student will need an E on every assignment to pass the course. The student will need 5 credit points with higher grades (A, B) on the assignments, to get higher grades (A, B) on the course.

Registration of examination:

Name of the Test	Value	Grading
Individual written and oral assignment ¹	1 credit	U/G
Written group assignment inclusive oral presentation ¹	1 credit	U/G
Individual written assignment	3.5 credits	A/B/C/D/E/FX/F
Individual opposition on the work of other students ¹	0.5 credits	U/G
Annotation - learning and learning process	1.5 credits	A/B/C/D/E/FX/F

¹ The examination is graded Fail (U) or Pass (G)

Course evaluation

At the end of the course, a course evaluation is performed and commented on by the course coordinator and, if possible, a student/students (course developer/s).

The course evaluation, which is published on the relevant learning platform and submitted to the study administration, is to function as a basis for future improvements to the course.

Course literature

Coombs, W. Timothy (2014). *Ongoing Crisis Communication. Planning, Managing and Responding*. (4 ed.). Thousand Oaks, CA: Sage. 194 pages.

Fearn-Banks, Kathleen (2010). *Crisis Communications: A Casebook Approach*. (4 ed.). New York: Routledge. 319 pages.

Mitroff, Ian I. (2006). *Crisis Leadership: Planning for the Unthinkable*. Hoboken, NJ: Wiley. 111 pages.

Ulmer, Robert R., Sellnow, Timothy L. & Seeger, Matthew W. (2014). *Effective Crisis Communication: Moving from Crisis to Opportunity*. (3 ed.). Thousand Oaks, CA: Sage. 272 pages.

Articles, 100 pages

Reference Literature:

Citing Sources – How to Create Literature References. <http://ju.se/library/search--write/citing-sources---how-to-create-literature-references.html>

Information Material about Anti-Plagiarism at Universities. *The Interactive Anti-Plagiarism Guide – Jönköping University.* <http://pingpong.hj.se/public/courseId/10565/publicPage.d>