



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

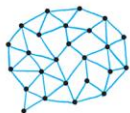
1.1. Course Name	Crisis Communication		
1.2. Study Programme	Communication Management undergraduate professional study programme		
1.3. Course Short Name	KRKOM	1.7. Year of Study	Third
1.4. Course Code	CM19133	1.8. Semester	Sixth / Summer
1.5. Course Status	Obligatory	1.9. ECTS	5
1.6. Course Structure	Course type	Total hours	1.10. Class Venue and Schedule
	Lectures	20	
	Exercises	10	
Bernays - according to the published schedule			

2. TEACHING STAFF

2.1. Lecturer in Charge	Damir Jugo	2.6. Course Associates	Marta Takahashi
2.2. Academic Rank	PhD	2.7. Academic Rank	MA
2.3. Teaching Rank	Assistant Professor	2.8. Teaching Rank	Lecturer
2.4. Contact e-mail	damir.jugo@bernays.hr	2.9. Contact e-mail	marta.takahashi@bernays.hr
2.5. Consultations	According to published schedule	2.10. Consultations	According to published schedule

3. COURSE DESCRIPTION

3.1. Course Objectives	The objective of the course is to familiarise students with the theory that explains the concepts of crisis, crisis management and crisis communication, as well as explains their interconnection. Crisis communication, as part of crisis management, is an important segment for any organization striving to build and maintain a positive image and implement proactive communication with its publics and stakeholders. However, different circumstances lead to the development of diverse forms of pressure on the organization, which can, in newly emerging situations, only offer a reactive response in new situations and implement reactive communication strategies. Consequently, the moment when a decision is made during a crisis is extremely important in the process of crisis management and crisis communication, both for the decision-makers themselves and for the subjects affected by the decisions.
3.2. Enrolment Criteria	There are no specific requirements for enrolment in this course.



3.3. Learning Outcomes	<p>LO1: Define a crisis, explain related terms, theories, classifications and life cycle and the development phases of a crisis.</p> <p>LO2: Explain the life cycle of a crisis: (1) pre-crisis, (2) crisis and (3) post-crisis period.</p> <p>LO3: Explain and identify in practice crisis communication reactive strategies.</p> <p>LO4: Analyse a crisis and the applied reactive strategies in accordance with given guidelines.</p>																			
3.4. Course Content	<ol style="list-style-type: none"> 1. Introductory lecture 2. Introduction to crisis communication basics 3. Crisis theories, classifications and life cycle. 4. Management of pre-crisis period. 5. Management of crisis period. 6. Crisis communication reactive strategies. 7. Management of post-crisis period. 8. PRELIMINARY EXAM. 9. Analysis of crisis communication case studies. 10. Analysis of implementation of reactive crisis communication. 11. Student presentations #1. 12. Student presentations #2. 																			
3.5. Types of Class Activities	X	Lectures	X	Exercises		Field Trips		Multimedia and Network		Mentored Paper										
		Seminars and Workshops		Distance Learning	X	Independent Assignments		Laboratory		Misc.										
3.6. Course Language	Croatian Language																			
3.7. Student Obligations	Class attendance and conducting remaining obligations as prescribed in the study programme.																			
3.8. Monitoring Student Work and ECTS	1	Class Attendance		Written Exam		Seminar Paper	2	Preliminary Exam(s)	2	Project										
		Activities in Class		Oral Exam		Research		Essay		Misc.										
3.9. Grading Students during Class and Final Exam	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #cccccc;">Grade Type</th> <th style="background-color: #cccccc;">Points</th> </tr> </thead> <tbody> <tr> <td>1. Class attendance</td> <td style="text-align: center;">5</td> </tr> <tr> <td>2. Preliminary exam</td> <td style="text-align: center;">75</td> </tr> <tr> <td>3. Analysis of crisis case study</td> <td style="text-align: center;">20</td> </tr> <tr> <td style="background-color: #cccccc;">Total points</td> <td style="background-color: #cccccc; text-align: center;">100</td> </tr> </tbody> </table>										Grade Type	Points	1. Class attendance	5	2. Preliminary exam	75	3. Analysis of crisis case study	20	Total points	100
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3.10. Obligatory Literature	1. Jugo, D. (2017). <i>Menadžment kriznog komuniciranja</i> . Zagreb: Školska knjiga and Edward Bernays University College.																			



3.11. Supplementary Literature

1. Coombs, W.T. (2012). *Ongoing Crisis Communication*. Los Angeles: Sage.
2. Crandall, W. R., Parnell, J.A., Spillan, John E. (2014). *Crisis Management*. Los Angeles: Sage.
3. Fearn-Banks, K. (2011). *Crisis Communications*. NY- London: Routledge.
4. Luecke, R. (2005). *Upravljanje kriznim situacijama*. Zagreb: Zgombić i Partneri.
5. Sellnow, T.L., Seeger, M.W. (2013). *Theorizing Crisis Communication*. West Sussex, UK: Wiley.
6. Zarembo, A.J. (2010). *Crisis Communication*. NY: M:E. Sharpe.
7. Heath, R. L. (Eds.) (2001). *Handbook of public relations*. Thousand Oaks, CA: Sage., 155-165, 479-485
8. Tench, R. & Yeomans, L. (2006). *Exploring Public Relations*. Harlow: Pearson Ed., 396-413
9. Smith, Ronald D. (2009). *Strategic planning for public relations*. New York: Routledge, 93-136

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires