

PRC442– CRISIS COMMUNICATION

Course Title	CRISIS COMMUNICATION			
Course Code	PRC442			
Course Type	Required			
Level	Bachelor			
Year / Semester	4 th Year / 8 th Semester			
Teacher's Name	Evie Lambrou			
ECTS	6	Lectures / week	3	Laboratories / week
Course Purpose	<p>This course will focus on key elements of crisis and issues management – before, during and after a crisis. In an age when every move is subject to instant, vivid, unfiltered, and global scrutiny and attack, the necessity for effective crisis management is greater than ever. The structure of the course will reflect the crisis management process: prevention, preparation, response and long-term. Emphasis will be placed on practical application of crisis communications theory, with copious use of real-life case studies and guest lectures by expert practitioners.</p>			
Learning Outcomes	<p>Upon completion of the course, students should be able to:</p> <ul style="list-style-type: none"> • Learn what constitutes a crisis – how it is distinct from day-to-day issues • Develop a crisis preparedness plan and vulnerabilities assessment • Understand the typical stages of a crisis, and how they are changing in the social media era • Learn to define the crisis and identify the stakeholders most affected by it • Identify and address the ethical issues presented by the crisis • Write a crisis communications plan, including a core set of strategic messages for each key stakeholder group (e.g., employees, customers, government officials, key opinion leaders, community leaders, etc.) • Understand the important of opinion/attitudinal research in crisis management 			

	<ul style="list-style-type: none"> • Develop a post-crisis plan, which includes learnings for the corporation and proof points for stakeholders on corrective actions to prevent a recurrence of the crisis 		
Prerequisites		Corequisites	None
Course Content	<p>Crisis management in social media era</p> <p>Effective crisis communications; Planning, Managing, and Responding</p> <p>Proactive crisis management; crisis action teams;</p> <p>Crisis prevention; crisis situations;</p> <p>Audience-specific strategic message development;</p> <p>Crisis research; diversity</p> <p>Developing a Crisis Communication Plan • Stakeholders and Preparation</p>		
Teaching Methodology	<p>The course includes theory lectures, visual presentations and screenings that will engage students in a discussion on the contexts, forms, key questions</p> <p>Students are assigned specific reading material and identify the key concepts in relation to their program specialization in written assignments. Students are then asked to prepare and present an in-class presentation of their written subject assignment, thus engaging in a group discussion, developing comparative arguments and allowing constructive criticism on key issues of the class content.</p> <p>Finally, a practice-based project is assigned to students in which they are asked to conduct research, develop an artistic concept in relation to their subject of choice, identify the key new media visual methodologies for the specific project, and create a final artistic proposal.</p>		
Bibliography	<p>Κουτούπης, Θ (2016) Δημόσιες Σχέσεις , Αθήνα: εκδ. Σάκουλα</p> <p>Παπαλεξανδρή, Νάνσυ,(2001)Δημόσιες Σχέσεις – Η Λειτουργία της Επικοινωνίας στη Σύγχρονη Επιχείρηση, Αθήνα, Εκδόσεις Γ. Μπένου,.</p>		

	<p>Παπατριανταφύλλου,Γ (2008), Προγράμματα Δημοσίων Σχέσεων, Αθήνα:Σταμούλης</p> <p>Κωσταρέλλα Ιωάννα, «Η σημασία της επικοινωνιακής πολιτικής στη διαχείριση κρίσεων: Μια συγκριτική μελέτη της επικοινωνιακής διαχείρισης των ναυαγίων του “Samina Express” και “Sea Diamond”», περιοδικό Ζητήματα Επικοινωνίας, Τεύχος 14-15, 2012</p> <p>Μαγνήσαλης, Κώστας, Δημόσιες Σχέσεις: Θεωρία και Τεχνική των Σχέσεων με το κοινό, Αθήνα, Εκδόσεις Interbooks, 2002.</p> <p>Heath, Robert, Διαχείριση Κρίσεων: Αποτελεσματικές τεχνικές για επιχειρησιακή ετοιμότητα, Αθήνα, Εκδόσεις Μ. Γκιούρδας, 1998. Hendrix, Jerry A, Δημόσιες Σχέσεις: Μελέτες Περιπτώσεων, Αθήνα, Εκδόσεις ΕΛΛΗΝ, 2008.</p> <p>Coombs, W. T. (2020). Conceptualizing crisis communication. In <i>Handbook of risk and crisis communication</i> (pp. 99-118). Routledge.</p> <p>Coombs, W. T (2011)Ongoing Crisis Communication: Planning, Managing, and Responding (4th ed.). Thousand Oaks: Sage Publications</p> <p>Coombs, W. T (2014).Applied Crisis Communication and Crisis Management: Cases and Exercises– Sage Publications</p> <p>Millar, Dan P. & Smith, Larry L., Crisis Management and Communication: How to Gain and Maintain Control, Second edition, San Francisco, IABC, 2002.</p> <p>Pleios, G. (2014). “Social media in time of crisis” (2014), in Okay, A. (ed.), Understanding communication in the new media era, Istanbul: The Journalists and Writers Foundation Press.</p> <p>Walaski, Pamela (Ferrante), RISK AND CRISIS COMMUNICATIONS: Methods and Messages, WILEY Publications, 2011.</p> <p>Ulmer, R. R., Seeger, M. W., & Sellnow, T. L. (2007). Post-crisis communication and renewal: Expanding the parameters of post-crisis discourse. <i>Public relations review</i>, 33(2), 130-134.</p>
Assessment	<p>Methods: Students are assessed with coursework that involves homework assignments and class participation, a midterm and a final exam. Students are</p>

	<p>assessed continuously and their knowledge is checked through tests with their assessment weight, date and time being set at the beginning of the semester via the course syllabus. Students are prepared for final exam, by revision on the matter taught and are trained to be able to deal with time constraints and revision timetable. The final assessment of the students is formative and cumulative and is assured to comply with the subject's expected learning outcomes and the quality of the course.</p> <p>Students are assessed on the following:</p> <p>Knowledge and understanding - 30%</p> <p>In – depth knowledge and understanding towards the relevant topics of interest.</p> <p>Research and Analytical Skills - 40%</p> <p>Competence in research methods and ability of evaluating the results. The possibility of using them in different ways.</p> <p>Presentation and Communication - 30%</p> <p>Able to explain and defend the solutions given by them in a way to transmit the knowledge achieved beforehand.</p> <p>Assessment criteria are available in each written assignment, midterm or in the final exam.</p> <p>Weights:</p> <p>Final Exam 40 %</p> <p>Project 1 30 %</p> <p>Project 2 and participation 30 %</p>
Language	Greek