**EUROPEAN UNIVERSITY FOR CUSTOMISED EDUCATION**

**STUDY GUIDE**

*CRISIS COMMUNICATION*

Organised by

 *Karlstad University*

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| **1. IDENTIFYING DATA.** |
| **· Course Name.** | Crisis Communication  |
| **· Coordinating University.** | Karlstad University |
| **· Partner University(ies) Involved.** | N/A |
| **· Course Field(s).** | Media and Communication Studies |
| **· Related Study Programme.** | N/A |
| **· Course Code.** | MKGA81 |
| **· ISCED Code.** | Journalism and information 0320 |
| **· SDG.** |  |
| **· Study Level.** | B |

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| **· Number of ECTS credits allocated.** | 7,5 ECTS |
| **· Mode of Delivery.** | Online synchronous |
| **· Language of Instruction.** | English |
| **· Delivery Period.** | Spring semester 2024 |
| **· Course Dates.** | 15 January 2024 to 2 June 2024 |
| **· Precise Schedule of the Lectures.** | TBA (CET) |
| **· Key Words.** | Media and Communication, Crisis Communication |
| **· Catchy Phrase.** | This course deals with how an organization can plan for, handle and evaluate communication in a state of crisis. |
| **· Link to Course Guide.** | [Crisis Communication | Karlstad University (kau.se)](https://www.kau.se/en/education/programmes-and-courses/courses/MKGA81) |

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| **· Prerequisites and co-requisites.** | 60 ECTS Credits in the field of Media and Communication Studies |
| **· Number of EUNICE students that can attend the Course.** | *2* |
| **· Course inscription procedure(s).** | 60 ECTS Credits in the field of Media and Communication Studies |

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| **2. CONTACT DETAILS.** |
| **· Department.** | Media and Communication studies |
| **· Name of Lecturer.** | Georgia Aitaki  |
| **· E-mail.** | georgia.aitaki@kau.se |
| **· Office.** | Media and Communication studies |
| **· Other Lecturers.** |  |

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| **3. COURSE CONTENT.** |
| We are encountered with descriptions of how risks and crisis can affect us and our society. This course deals with how an organization can plan for, handle and evaluate communication in a state of crisis. The course focuses on what the continuously changing conditions of globalization and digitalization mean to crisis communication. In the course, the students have the chance to analyze and evaluate current or historical examples of how organizations have been dealing with crisis communication. Students also have the chance to critically discuss the role of media and organizations for a crisis consciousness in society. |

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| **4. LEARNING OUTCOMES.** |
| Upon completion of the course students should be able to* identify and describe important steps in an organizations handling of crisis communication,
* assess the vulnerability of an organization from the perspective of crisis communication,
* prepare a communication plan for dealing with crisis, and
* explain and critically discuss the cooperation between media, society and organizations during a crisis situation.
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| **5. OBJECTIVES.** |
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| **6. COURSE ORGANISATION.** |
| **UNITS** |
| **LEARNING RESOURCES AND TOOLS.** |
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| **PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.** |
| Zoom lectures and assignments. |

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| **7. ASSESSMENT METHODS AND CRITERIA.** |
| Examination is in the form of oral and written reports. |
| **OBSERVATIONS.** |
| One of the grades Distinction (VG), Pass (G) or Fail (U) is awarded in the examination of the course.  |

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| **8. BIBLIOGRAPHY AND TEACHING MATERIALS.** |
| Books Austin, L. L., & Jin, Y. (Eds.) (2018). Social Media and Crisis Communication (1st). London: Routledge Coombs Timothy W (2014). Ongoing crisis communication. Planning, managing and responding (3 ed.). Sage Los Angeles Regester Michael, Larkin Judy (2008). Risk Issues and Crisis Management in Public Relations: A Casebook of Best Practice (PR in Practice). Kogan page Ltd London Articles Reference material:Fearn-Banks, K. (2007). Crisis Communications: A Casebook Approach. Mahwah: Lawrence Erlbaum Associates Publishers |