

STUDY GUIDE

CRISIS COMMUNICATION

Organised by

Karlstad University

1. IDENTIFYING DATA.		
• Course Name.	Crisis Communication - MKGA81	
• Coordinating University.	Karlstad University	
• Partner Universities Involved.	N/A	
• Course Field(s).	Media and Communication Studies	
• Related Study Programme.	N/A	
• ISCED Code.	Journalism and information 0320	
• SDG.	9. Industry, Innovation and Infrastructure 11. Sustainable Cities and Communities 12. Responsible Consumption and Production 16. Peace, Justice and Strong Institutions 17. Partnerships for the Goals	
• Study Level.	B	
• EUNICE Key Competencies	<p>[Indicate the Key Competencies required for the course.]</p> <ul style="list-style-type: none"> • Green – strongly • Orange- moderately • Red – partially • Blank cell - not at all 	
	Problem solving	Students focus on how to identify communication challenges in crisis scenarios, develop structured approaches to addressing them, assess possible responses, and select effective strategies through case-based exercises and simulations
	Teamworking	Through collaborative assignments and virtual group work, students develop the ability to work effectively in diverse

		teams and refine their communication and negotiation skills in an online learning environment.
	Communication	The course requires the ability to communicate clearly and persuasively in both written and verbal formats, tailored to specific audiences and platforms.
	Self-management	The course requires an ability to independently manage coursework, setting priorities, and meeting deadlines.
	Cognitive flexibility	The course requires the capacity to adapt one's thinking, approach challenges creatively, and to apply theoretical knowledge to new and evolving communication scenarios through interactive learning activities and feedback.
	Digital competence	The course requires the ability to use digital tools and platforms effectively for communication purposes, including content creation, media monitoring, and digital strategy planning.
	Technical competence	The course builds on knowledge of crisis communication principles, methodologies, and frameworks, and encourages applying them using current industry tools and standards relevant to online environments.

	Global intercultural competence	Through exposure to global case studies, the course nurtures an understanding of how to communicate appropriately across cultures and tailor messages to international audiences.
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• Number of ECTS credits allocated.	7,5 ECTS
• Mode of Delivery.	Online live (with self-study activities)
• Language of Instruction.	<i>English</i>
• Course Dates.	19 January - 7 June 2026
• Precise Schedule of the Lectures.	Study pace is at 25%: approx. 1 synchronous meeting and 1 assignment submission per month.
• 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.

• Prerequisites and co-requisites.	60 ECTS Credits in the field of Media and Communication Studies. English B2 level.
• Number of EUNICE students that can attend the Course.	27 – 3 per partner university
• Course inscription procedure(s).	

2. CONTACT DETAILS.

• Department.	Media and Communication studies
• Name of Lecturer.	<i>Georgia Aitaki</i>
• E-mail.	<i>Georgia.Aitaki@kau.se</i>
• Other Lecturers.	

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 for crisis communication. During this 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.

4. LEARNING OUTCOMES.

Upon completion of the course students should be able to

- identify and describe important steps in 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.

5. OBJECTIVES.

6. COURSE ORGANISATION.

UNITS

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| 1. | <i>What is crisis communication? 1,5 ECTS</i> |
| 2. | <i>Follow a real-life crisis 2 ECTS</i> |
| 3. | <i>Evaluate or craft crisis communication plans 2 ECTS</i> |
| 4. | <i>Reflect critically on crisis communication 2ECTS</i> |

LEARNING RESOURCES AND TOOLS.

This is an online course that combines self-study with mini-lectures and synchronous meetings. Eunice students will be able to follow the course through the virtual learning environment Moodle. In order to provide guidance for the assignments, the students are offered the possibility to attend Q&A sessions via Zoom where they have the chance to discuss any questions related to the course content, the readings or the assignments themselves with the course instructor.

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.

This is an online course that combines self-study with mini-lectures and synchronous meetings.

7. ASSESSMENT METHODS, CRITERIA AND PERIOD.

The course is examined through written and oral assignments.

OBSERVATIONS.

8. BIBLIOGRAPHY AND TEACHING MATERIALS.

Books:

Austin, L. L., & Jin, Y. (Eds.) (2018). *Social Media and Crisis Communication*. London: Routledge.

Coombs, T.W. (2014). *Ongoing crisis communication. Planning, managing and responding*. Los Angeles: SAGE.

Regeer, M. & Larkin J. (2008). *Risk Issues and Crisis Management in Public Relations: A Casebook of Best Practice*. London: Kogan Page.

Articles:

Articles and other texts of approximately 200 pages are chosen in consultation with the teacher

Reference material:

Fearn-Banks, K. (2007). *Crisis Communications: A Casebook Approach*. London: Routledge.