

Course Description						
Name	Code	Semester	T+A Hour	Credit	ECTS	
CRISIS MANAGEMENT and COMMUNICATION		HIT2232920	Spring Semester	2+0	2	4
Prerequisites Courses						
Recommended Elective Courses	Change Management					
Language of Instruction	Turkish					
Course Level	Short Cycle (Associate's Degree)					
Course Type	Elective					
Course Coordinator	Lect. Sonia LOTFI					
Name of Lecturer(s)	Lect. Reha TARTICI					
Assistant(s)						
Aim	The uncertainty and change in the environment constantly leaves institutions facing unexpected dangers or opportunities. The existence of the institutions depends on their ability to protect them from these dangers or to evaluate the opportunities. The aim of this course is to teach how public relations can be used in public institutions in times of crisis.					
Course Content	This course contains; CRISIS, CONCEPTUAL FRAMEWORK, CRISIS FEATURE, FEATURES, Crisis factors and their causes, VIOLENCE AND EVOLUTION OF CRISIS, BEFORE CRISIS, CRISIS, CRISIS MANAGEMENT, CRISIS MANAGEMENT AND MEDIA, CHANGE MANAGEMENT, ORGANIZATIONAL CHANGE, REPUTATION, RISK, EVENT MANAGEMENT, CRISIS MANAGEMENT STRATEGIES, STRESS MANAGEMENT, AN OVERVIEW.					
Course Learning Outcomes			Teaching Methods	Assessment Methods		
1.To understand the crisis and learn to recognize - To know the applications of the people in the crisis period			1, 12, 2	A		
2.Capability to measure and capture the crisis and its dimensions			1, 12, 2	A		
3.Having equipment to walk and implement crisis conditions			1, 12, 2	A		
4.To carry out public relations activities in crisis conditions			1, 12, 2	A		
Teaching Methods	1: Lecture, 12: Case study, 2: Question - Answer					
Assessment Methods	A: Written Exam					
Lecture Schedule						
Sequence	Topics	Preliminary Preparation				
1	CRISIS, CONCEPTUAL FRAMEWORK					
2	CRISIS FEATURE, FEATURES					
3	Crisis factors and their causes					
4	VIOLENCE AND EVOLUTION OF CRISIS					
5	BEFORE CRISIS					
6	CRISIS					
7	CRISIS MANAGEMENT					
8	CRISIS MANAGEMENT AND MEDIA					
9	CHANGE MANAGEMENT					
10	ORGANIZATIONAL CHANGE					
11	REPUTATION, RISK, EVENT MANAGEMENT					
12	CRISIS MANAGEMENT STRATEGIES					
13	STRESS MANAGEMENT					
14	AN OVERVIEW					
Evaluation Methods		Weight(%)				
Midterm Exam		40				
General Exam		60				
Resources						
Power point presentations, case reports, case reports Crisis Management, Harvard Business Review, Optimist Publications						