

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

CRISIS COMMUNICATION and MANAGEMENT

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
CRISIS COMMUNICATION and MANAGEMENT	PR4114901	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assoc.Prof. Yeşim ESGİN				
Name of Lecturer(s)	Assoc.Prof. Yeşim ESGİN				
Assistant(s)	Assoc.Prof Yeşim Esgin				
Aim	The aim of this course is to provide students core elements of crisis communication management and to introduce them to the reputation management. The course allows participants to gain insight about external and internal stakeholders, measuring and evaluation of reputation, CSR, SCCT and crisis leadership.				
Course Content	This course contains; Introduction to Crisis Communication,Stakeholder & Shareholder Theory ,Stakeholder Theory / External & Internal Stakeholders,Measuring Reputation,Crisis Communication & The Effects on Reputation,Situational Crisis Communication Theory,Crisis Response Strategies ,Scenario Based Crisis Response ,Crisis Life Cycle & Crisis Risk Score,Crisis Management Simulation,Strategies for Preventing Corporate Disasters /Crisis Leadership,Social Media Use in Crisis Management,Planning CMP,In-Class Prep For Final Presentations.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
After completing this course, students will: • Understand the general principles of reputation management• Have knowledge about reputation metrics and evaluation• Gain insights about Crisis Communication and the effects on reputation • Have knowledge about general principles of SCCT, Crisis Life Cycle and CrisisManagement Plan			10, 5, 6	A, D, F	
Teaching Methods	10: Discussion Method, 5: Cooperative Learning, 6: Experiential Learning				
Assessment Methods	A: Traditional Written Exam, D: Oral Exam, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to Crisis Communication	Examining the course materials is advisable.			
2	Stakeholder & Shareholder Theory	Key concepts must be comprehended.			
3	Stakeholder Theory / External & Internal Stakeholders	It is necessary to search relevant literature.			
4	Measuring Reputation	Previous topics should be reinforced.			
5	Crisis Communication & The Effects on Reputation	Discussion topics should be reviewed.			
6	Situational Crisis Communication Theory	The articles listed should be read.			
7	Crisis Response Strategies	Course materials should be re-examined.			
8	Scenario Based Crisis Response	Questions should be directed to the instructor.			
9	Crisis Life Cycle & Crisis Risk Score	Key concepts must be comprehended.			
10	Crisis Management Simulation	Reviewing previous lecture notes is recommended.			
11	Strategies for Preventing Corporate Disasters /Crisis Leadership	Project topics should be researched to prepare for the presentation.			
12	Social Media Use in Crisis Management	I-The presentation preparation must be completed and presented in class			
13	Planning CMP	II-The presentation preparation must be completed and presented in class			
14	In-Class Prep For Final Presentations	A general review should be done, and final questions should be asked.			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Davies, G. & Miles, L., Reputation Management: Theory versus Practice, Corp Reputation Rev (1998) 2: 16. https://doi.org/10.1057/palgrave.crr.1540064 Kadıbeşgil S., İtibar Yönetimi, Mediacat, İstanbul,2013 Lecture Notes