

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

CRISIS COMMUNICATION and MANAGEMENT

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
CRISIS COMMUNICATION and MANAGEMENT	HR4114891	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Merve YAZIÇI				
Name of Lecturer(s)	Assist.Prof. Merve YAZIÇI				
Assistant(s)					
Aim					
Course Content	This course contains; Definition of crisis and concepts related to crisis,Crisis creating factors and types of crises,Stages of the crisis process and crisis management,Stages of the crisis process and crisis management,Relations with the media during crisis periods,Determination and characteristics of crisis management spokesperson,Midterm,Case studies on crisis management,Case studies on crisis management,Student presentations ,Student presentations ,Student presentations,General evaluation,Final exam.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Explain basic theoretical information about crisis and crisis management concepts.			10, 13, 9	A, E	
Explain the crisis process and its stages.			10, 16, 5, 9		
Knows and can apply crisis communication strategies.			15		
Creates a proactive crisis plan.			13, 15, 9		
Teaching Methods	10: Discussion Method, 13: Case Study Method, 15: Role Play and Drama Technique, 16: Question - Answer Technique, 5: Cooperative Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Definition of crisis and concepts related to crisis	Reading lecture notes			
2	Crisis creating factors and types of crises	Reading lecture notes			
3	Stages of the crisis process and crisis management	Reading lecture notes			
4	Stages of the crisis process and crisis management	Reading lecture notes			
5	Relations with the media during crisis periods	Reading lecture notes			
6	Determination and characteristics of crisis management spokesperson	Reading lecture notes			
7	Midterm				
8	Case studies on crisis management	Case study			
9	Case studies on crisis management	Case study			
10	Student presentations	Assignment			
11	Student presentations	Assignment			
12	Student presentations	Assignment			
13	General evaluation	Lecture notes			
14	Final exam				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			
Resources					