

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	APPLIED SCIENCES		
<b>DEPARTMENT</b>	DIGITAL MEDIA AND COMMUNICATION		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE UNIT CODE</b>	DMC 557	<b>SEMESTER OF STUDY</b>	5 <sup>TH</sup>
<b>COURSE TITLE</b>	MANAGEMENT OF COMMUNICATION CRISES		
<b>COURSEWORK BREAKDOWN</b>		<b>TEACHING WEEKLY HOURS</b>	<b>ECTS Credits</b>
Lectures		3	
Practice - Workshops		2	
<i>Total</i>		5	7
<b>COURSE UNIT TYPE</b>	Compulsory, Course Specialization		
<b>PREREQUISITES :</b>	-		
<b>LANGUAGE OF INSTRUCTION/EXAMS:</b>	GREEK		
<b>COURSE DELIVERED TO ERASMUS STUDENTS</b>	Yes (in English)		
<b>MODULE WEB PAGE (URL)</b>	<a href="http://elearn.teikoz.gr/course/view.php?id=85">http://elearn.teikoz.gr/course/view.php?id=85</a>		

### 2. LEARNING OUTCOMES

#### Learning Outcomes

The aim of the course is to introduce students to the basic concepts and strategies of crisis management based on an overview of relevant theoretical approaches and analysis of case studies. The importance of crisis management plans as well as the formation and function of a crisis management team are also covered. Moreover, students will be presented with examples of well known corporate crises which are analyzed based on their antecedents, extent and communication strategy implemented by the company's managers.

On successful completion of this module the learner will be able to:

- Classify the different types of crises.
- Develop alternative scenarios for crisis prevention.
- Apply principles of crisis management to the strategic planning process of corporate communication.
- Formulate crisis management plans.
- Judge and compare alternative crisis communication strategies based on their effectiveness.

#### General Skills

- Teamwork
- Decision making
- Critical thinking
- Free, creative and inductive thought

### 3. COURSE CONTENTS

The course is organized around topics such as:

- Crises classification and types of corporate crises.
- The role of crisis management in protecting corporate identity and image.
- Crisis management plan.
- The use of scenario planning for crisis preparation and prevention.
- Crisis communication strategies typology.

- Managing media prior, during and after a crisis event.
- The role of traditional and digital media in crisis communication management.
- Integration of communication messages transmitted to different stakeholders during a crisis.
- The importance of the crisis communication manager in coordinating and controlling the crisis communication team and organizational responses to the crisis.
- Case studies

#### 4. TEACHING METHODS - ASSESSMENT

<b>MODE OF DELIVERY</b>	In-Class	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b>	Support of the learning process through the e-class platform.	
<b>TEACHING METHODS</b>	<b><i>Method description</i></b>	<b><i>Semester Workload</i></b>
	Lectures	39
	Practice - Workshops	26
	Project Work (non-compulsory)	45
	Personal Study	65
	<b><i>Total Work Load for student with project work</i></b>	<b>175</b>
	Lectures	39
	Practice - Workshops	13
	Personal Study	110
<b><i>Total Work Load for student without project work</i></b>	<b>175</b>	
<b>ASSESSMENT METHODS</b>	<p>I. End of Semester Formal Examination (60% or 100%)</p> <ul style="list-style-type: none"> <li>- Short answer questions</li> <li>- Essay questions</li> <li>- Questions of applying theories and models of crisis management on case studies and problems.</li> </ul> <p>II. Presentation of Group/Individual Projects (40% or 0%)</p>	

#### 5. RESOURCES

- Recommended Book Resources:

- Heath, R. (1998), *Crisis Management for Managers and Executives*, Financial Times Management, London .
- Lerbinger, O. (1997), *The Crisis Manager: Facing Risk and Responsibility*, Mahwah, NJ: Lawrence Erlbaum Associates.
- Ulmer, R. R., Sellnow, T. L., & Seeger, M. W. (2010), *Effective Crisis Communication: Moving From Crisis to Opportunity*, Sage.
- Millar, D. P., & Heath, R. L. (2004), *Responding To Crisis: A Rhetorical Approach to Crisis Communication*, Routledge.
- Barton, L. (2001), *Crisis in Organizations II*, Cincinnati. OH: South-Western College Publishing.
- Sfakianakis, M. (1998), *Crisis Management*, G. Parikos and Co., Athens (in Greek).
- Filolia, A., Papageorgiou, H., Stefanatos, S. (2005), *Integrative System for the Management of Crises and the Human Factor*, Nomiki Vivliothiki, Athens (in Greek).
- Xatjikonstantinou, Th. (2011), *The Role of Media on Crisis Management and Resolution of Conflicts in Post-Cold War World*, Adnreas Sideris – Iwannis Sideris & Co, Athens (in Greek).

- Recommended Article/Paper Resources:

- Benoit, W.L. (1997), *Image Repair Discourse and Crisis Communication*, *Public Relations Review*, Vol. 32, No. 2.
- Brinson, S.L. and Benoit, W.L. (1999), *The Tarnished Star: Restoring Texaco's Damaged Public Image*, *Management Communication Quarterly*, Vol. 12, pp.483-510.
- Kaplan T. (2001), *Tylenol Crisis: How Effective Public Relations Saved Johnson and Johnson*, <http://www.personal.~su.edu/users/wlx/WXIC16/tvlenoUcnhstims>.
- Blaney, J.R., Benoit, W.L. and Brazeal, L.M. (2002), *Blowout!: Firestone's Image Restoration Campaign*, *Public Relations Review*, Vol. 28, pp. 379–392.
- Stephens, K. K., Malone, P. C., & Bailey, C. M. (2005), *Communicating with Stakeholders During a Crisis Evaluating Message Strategies*, *Journal of Business Communication*, Vol. 42, No. 4, pp. 390-419.
- Coombs, W. T. (2007), *Protecting Organization Reputations during a Crisis: The Development and Application of Situational Crisis Communication Theory*, *Corporate Reputation Review*, Vol. 10, No. 3, pp. 163-176.
- Gonzalez-Herrero, A., & Smith, S. (2010), *Crisis Communications Management 2.0: Organizational Principles to Manage Crisis in an Online World*, *Organization Development Journal*, Vol. 28, No. 1, pp. 97-105.