

City University of Hong Kong

**Information on a Course
offered by Department of Media and Communication
with effect from Semester A in 2014 / 2015**

Part I

Course Title: Crisis Communication and Management

Course Code: COM5403

Course Duration: 1 semester

Credit Units: 3

Level: P5

Medium of Instruction: English

Prerequisites: Nil

Precursors: Nil

Equivalent Courses: Nil

Exclusive Courses: Nil

Part II

Course Aims

This course aims to train students on the theories/concepts/principles of crisis communication and management from public relations perspectives, focusing on the important concepts of strategic issue management, risk communication; thus, the contributions public relations makes to crisis communication. Due emphasis is also placed on technical aspects of crisis communication and management such as planning, development and execution of crisis communication programs in Chinese context, for business and organizations. The use of new media, in particular, is stressed. Local and overseas cases, especially the recent cases in Greater China region, will be used to help students comprehend and develop skills dealing with crises in reality.

Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting (if applicable)
1.	comprehend to explain what crises are and how to communicate and manage crises - identifying different types of crises, and responding with appropriate procedures	
2.	apply relevant theories and models in analyzing crisis cases;	
3.	practice strategic public relations which contribute to the reduction of the crisis occurrences, and value the function of communication during crises; and	
4.	develop workable crisis communication and management plan, part of which shall reflect use of new media (facilities are provided by the department)	

Teaching and Learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No.	TLAs	Hours/week (if applicable)
CILO 1	Lecture on the basic principles and concepts	7 weeks
CILO 2	Discuss and examine the relevant theories and cases	3 weeks
CILO 3	Lecture and discuss specific aspects of public relations practices – issue management, risk communication, environmental scanning, etc.	2 weeks
CILO 4	Talk about the development of a plan	1 week

Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No.	Type of Assessment Tasks/Activities	Weighting (if applicable)	Remarks
CILO 1 & 3	Examination (Two hours)	30%	
CILO 2	Assignments	30%	
CILO 4	Group project	30%	
CILO 5	Attendance and participation	10%	

Grading of Student Achievement:

Letter Grade	Grade Point	Grade Definitions	
A+ A A-	4.3 4.0 3.7	Excellent:	Strong evidence of original thinking; good organization, capacity to analyze and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.
B+ B B-	3.3 3.0 2.7	Good:	Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.
C+ C C-	2.3 2.0 1.7	Adequate:	Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.
D	1.0	Marginal:	Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.
F	0.0	Failure:	Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited or irrelevant use of literature.
P		Pass:	"Pass" in a pass-fail course. Courses to be graded on a pass-fail basis for a programme are specifically identified under the programme in the course catalogue.

Part III

Keyword Syllabus

Crisis communication, crisis management, issue management, risk communication, crisis communication and management plan, environmental scanning, public relations, case studies, types of crises, preparing for crises

Recommended Reading

Text(s)

Feam-Banks, Kathleen (2007). *Crisis Communications: A Casebook Approach*. New Jersey: Lawrence Erlbaum Associates.

Lerbinger, Otto (1997). *The Crisis Manager: Facing risk and Responsibility*. New Jersey: Lawrence Erlbaum Associates.

Online Resources

1. www.cprfhk.org
2. www.iabc.com
3. www.prfirms.org
4. www.iccopr.org
5. www.chspra.com
6. www.prpa.com.hk
7. www.chinapr.com.cn
8. www.home.kimo.com.tw
9. www.cipra.org.cn

Reference Books and Articles

1. Sungwook Hwang & Glen T. Cameron (2008). Public's expectation about an organization's stance in crisis communication based on perceived leadership and perceived severity of threats. *Public Relations Review, In Press, Corrected Proof, Available online 16 January 2008*.
2. Timothy N. Walters (2007). W.T. Coombs, *Ongoing Crisis Communication: Planning, Managing, and Responding*. (2nd ed.), Sage Publications (2007) [Review of the book: *Ongoing Crisis Communication: Planning, Managing, and Responding*]. *Public Relations Review, In Press, Corrected Proof, Available online 5 November 2007*.
3. Greg Elliott & Sylvain Charlebois (September 2007). How Mosaic-Esterhazy applied a crisis communication strategy when it suddenly had the world's attention. *Public Relations Review, 33* (3), 319-325.
4. Brooke Fisher Liu (September 2007). Communicating with Hispanics about crises: How counties produce and provide Spanish-language disaster information. *Public Relations Review, 33* (3), 330-333.
5. Jaesub Lee, Jennifer H. Woeste & Robert L. Heath (September 2007). Getting ready for crises: Strategic excellence. *Public Relations Review, 33* (3), 334-336.
6. Kaye D. Sweetser & Emily Metzgar (September 2007). Communicating during crisis: Use of blogs as a relationship management tool. *Public Relations Review, 33* (3), 340-342.

7. W. Timothy Coombs (June 2007). Crisis and risk communication special section introduction. *Public Relations Review*, 33 (2), 113.
8. Robert R. Ulmer, Matthew W. Seeger & Timothy L. Sellnow (June 2007). Post-crisis communication and renewal: Expanding the parameters of post-crisis discourse. *Public Relations Review*, 33 (2), 130-134.
9. W. Timothy Coombs (June 2007). Attribution Theory as a guide for post-crisis communication research. *Public Relations Review*, 33(2), 135-139.
10. Tony Jaques (June 2007). Issue management and crisis management: An integrated, non-linear, relational construct. *Public Relations Review*, 33(2), 147-157.
11. Clark F. Greer & Kurt D. Moreland (June 2007). How Fortune 500 companies used the Web for philanthropic and crisis communication following Hurricane Katrina. *Public Relations Review*, 33(2), 214-216.
12. Amanda Hall Gallagher, Maria Fontenot & Kris Boyle (June 2007). Communicating during times of crises: An analysis of news releases from the federal government before, during, and after hurricanes Katrina and Rita. *Public Relations Review*, 33(2), 217-219.
13. Reghan Cloudman & Kirk Hallahan (November 2006). Crisis communications preparedness among U.S. organizations: Activities and assessments by public relations practitioners. *Public Relations Review*, 32(4), 367-376.
14. Seung Ho Cho & Karla K. Gower (November 2006). Framing effect on the public's response to crisis: Human interest frame and crisis type influencing responsibility and blame. *Public Relations Review*, 32(4), 420-422.
15. Meredith Craig, Bolanle A. Olaniran, Juliann C. Scholl & David E. Williams (June 2006). Crisis communication in public arenas. *Public Relations Review*, 32(2), 171-173.
16. Sooyoung Cho & Glen T. Cameron (June 2006). Public nudity on cell phones: Managing conflict in crisis situations. *Public Relations Review*, 32(2), 199-201.
17. Charles Marsh (March 2006). The syllogism of apologia: Rhetorical stasis theory and crisis communication. *Public Relations Review*, 32(1), 41-46.
18. 吳友富、陳霓 (2006)。整合行銷。上海：上海外語教育出版社。
19. 郭惠民 (主編) (2006)。危機管理的公關之道。上海：復旦大學出版社。
20. 尚鵬軍 (主編) (2006)。公共危機管理導論。北京：中國人民大學出版社。
21. 陳福今、唐鐵漢 (主編) (2008)。中國的公共危機管理。北京：外文出版社。

22. 李希光 (主編) (2005)。全球傳媒報告 (II 公共形象與危機管理)。上海：復旦大學出版社。
23. 林靜伶、吳宜蓁、黃懿慧 (1996)。公共關係。臺北：空中大學出版社。