

Course title	<i>Crisis Communication</i>
Credits	6
University	UCM
Language of the course	English
Learning outcomes	<p>LO6 Have developed a large set of transversal skills which students need to master in their future domestic and international work environments, so that they are equipped to use organizational, inter-cultural communication, language and information skills, when confronted with the challenges of daily professional practice. Being immersed in a multi-disciplinary, multi-multilingual and multi-cultural study environment at different universities allows all students to sharpen their skills to combine intra-European mobility with their study-related workload in a structured and effective manner on a daily basis; to understand and communicate issues from and across different cultural, European and international perspectives; to process knowledge and information in a timely, accurate, and efficient way and to seek solutions with student peers across cultural and linguistic boundaries throughout their studies.</p> <p>LO7 Have acquired analytical skills to conduct research under supervision, as well as present and report, clearly and comprehensively, both orally and in written form knowledge concerning questions of European Studies so that overall, students are able to formulate research questions, understand academic literature, collect and analyse data, critically reflect on research findings and weave this into the scientific-academic presentation of their own research results.</p>
Course objectives	<p>The goal of this subject is to study theoretical models, working models and analysis of crisis communication management.</p> <p>The specific objectives are:</p> <ol style="list-style-type: none"> 1. That students know how to observe and contextualize problems and crises in organizations. 2. To apply the work guides and the appropriate theoretical frameworks to the problem and the culture of the organizations. 3. That students know how to develop and manage crisis communication plans. 4. That students know how to develop a scientific research in this field
Content	<ul style="list-style-type: none"> • The nature of crises. • The crisis cabinet. • Psychosocial foundations of persuasion and communication • The crisis communication plan. • Elements that affect a crisis. • On-line crisis. • How to manage a crisis. • The response to a crisis: the moment to talk. • After a crisis. • Case studies: analysis and sharing. • Leadership and crises • Training processes in crisis communication.
Work format(s)	<p>Teaching will consist of a combination of formats:</p> <ol style="list-style-type: none"> 1. Theoretical classes in which the main objectives of each subject will be presented, and the contents will be developed in detail and clearly for the understanding and assimilation of knowledge. 2. Work teams of 3-4 students each will be created, with relevant proposals on procedures for searching and selecting information, analysis and synthesis of knowledge, and specific problems to be developed as a group. 3. Practical work will be carried out in the classroom, with the students being

	<p>in charge of managing the solutions to the issues raised. There will also be an end-of-course group work, consisting of a crisis communication plan for a third sector organization.</p>
Manner of assessment	<ul style="list-style-type: none"> • An online test exam of 40 questions with 3 possible closed answers for each question: 30% of the grade. • A final work of the course and its oral defense: 30% of the grade. • Practical work derived from each theoretical subject: 30% of the grade. • Presence and active participation of students: 10% of the grade.
Literature (required/recommended)	<ul style="list-style-type: none"> • Avery, E. J.; Lariscy, R. W.; Kim, S.; and Hocke, T. (2010): "A Quantitative Review of Crisis Communication Research in Public Relations from 1991 to 2009". <i>Public Relations Review</i>, 36 (2010) 190-192. • Fearn-Banks, K. (2002): "Crisis Communications. A Case Approach". London: LEA. • Marra, F.J. (1998): "Crisis Communications Plans: Poor Predictors of Excellent Crisis Public Relations". <i>Public Relations Review</i>, 24 (4), 461-474. • Millar, D. P. and Heath, R. L (2004): <i>Responding to Crisis. A Rethorical Approach to Crisis Communication</i>. London: LEA