

<b>Program</b>	BS PR & Advertising	<b>Course Code</b>	PRAD-310	<b>Credit Hours</b>	3
<b>Course Title</b>	<b>CRISIS COMMUNICATION AND MANAGEMENT</b>				
<b>Course Introduction</b>					
This course provides an in-depth understanding of crisis communication and management, equipping students with the theoretical knowledge and practical skills needed to effectively handle crises in various organizational settings in Pakistan. Students will learn to develop crisis communication plans, mass and social media management techniques, and strategies for mitigating and recovering from crises.					
<b>Learning Outcomes</b>					
By the end of this course, students will be able to:					
<ol style="list-style-type: none"> <li>1. Understand the fundamentals of crisis communication and management.</li> <li>2. Develop skills to identify potential crises and assess their impact.</li> <li>3. Learn to create and implement effective crisis communication plans.</li> <li>4. Manage media relations during a crisis.</li> <li>5. Explore case studies of real-world crises to understand best practices and common pitfalls.</li> <li>6. Analyze the role of social media in crisis communication.</li> <li>7. Develop strategies for post-crisis recovery and reputation management.</li> <li>8. Analyze real-world case studies specific to Pakistan.</li> </ol>					
<b>Course Content</b>				<b>Assignments/Readings</b>	
<b>Week 1-4</b>	<ol style="list-style-type: none"> <li><b>1. Introduction to Crisis Communication</b> <ol style="list-style-type: none"> <li>1.1. Definition and importance of crisis communication</li> <li>1.2. Types of crises (natural disasters, technological crises, organizational misdeeds, etc.)</li> <li>1.3. The role of communication in crisis management</li> </ol> </li> <li><b>2. Theories and Models of Crisis Communication</b> <ol style="list-style-type: none"> <li>2.1. Image Repair Theory: Introduction</li> <li>2.2. Typology of Crises and Strategies (From Denial to Mortification)</li> <li>2.3. Case Studies by Benoit</li> </ol> </li> <li><b>3. Theories and Models of Crisis Communication</b> <ol style="list-style-type: none"> <li>1.1. Situational Crisis Communication Theory (SCCT): Introduction</li> <li>1.2. Types of Crises</li> <li>1.3. Crises Response Strategies</li> </ol> </li> <li><b>2. Theories and Models of Crisis Communication</b> <ol style="list-style-type: none"> <li>2.1. Social-mediated crisis communication (SMCC) model</li> <li>2.2. Integrated crisis mapping (ICM) model</li> <li>2.3. The Three-Stage Model of Crisis Management (Pre-crisis, Crisis Response, Post-crisis)</li> </ol> </li> </ol>				
<b>Week 5-8</b>	<ol style="list-style-type: none"> <li><b>3. Crisis Communication Strategies (Theory &amp; Practice)</b> <ol style="list-style-type: none"> <li>3.1. Crafting effective crisis messages</li> <li>3.2. Selecting appropriate communication channels</li> <li>3.3. Tailoring messages for different stakeholders</li> </ol> </li> <li><b>4. Crisis Communication Planning</b> <ol style="list-style-type: none"> <li>1.1 Identifying potential crises and risk assessment</li> <li>1.2 Elements of a crisis communication plan</li> <li>1.3 Crisis communication team roles and responsibilities</li> </ol> </li> <li><b>2. Media Relations in a Crisis</b> <ol style="list-style-type: none"> <li>7.1. Working with the media during a crisis</li> </ol> </li> </ol>				

	<p>7.2. Press conferences and media statements</p> <p>7.3. Handling difficult questions and managing misinformation</p> <p><b>8. Social Media and Crisis Communication</b></p> <p>8.1. The role of social media in modern crisis communication</p> <p>8.2. Monitoring and managing social media during a crisis</p> <p>8.3. Case studies of social media crises</p>	
<b>Week 9-12</b>	<p><b>9. Case Studies in Crisis Communication</b></p> <p>9.1. Analysis of real-world crisis communication efforts</p> <p>9.2. Lessons learned from successful and unsuccessful crisis management</p> <p>9.3. Group presentations on selected case studies</p> <p><b>10. Crisis Communication Ethics</b></p> <p>10.1. Ethical considerations in crisis communication</p> <p>10.2. Transparency and honesty during a crisis</p> <p>10.3. Balancing public interest and organizational protection</p> <p><b>11. Crisis Communication during Health Emergencies</b></p> <p>11.1. Types of health emergencies: pandemics, epidemics, bioterrorism, and natural disasters</p> <p>11.2. Role of media in health emergencies</p> <p>11.3. Monitoring and managing misinformation</p> <p><b>12. Post-Crisis Recovery and Reputation Management</b></p> <p>12.1. Strategies for post-crisis recovery</p> <p>12.2. Reputation management techniques</p> <p>12.3. Evaluating and learning from crises</p>	
<b>Week 13-16</b>	<p><b>13. Legal and Regulatory Aspects of Crisis Communication</b></p> <p>13.1. Understanding the legal implications of crisis communication</p> <p>13.2. Regulatory requirements and compliance</p> <p>13.3. Working with legal teams during a crisis</p> <p><b>14. Crisis Communication in Different Sectors</b></p> <p>14.1. Crisis communication in corporate, government, and non-profit sectors</p> <p>14.2. Sector-specific challenges and strategies</p> <p>14.3. Guest lectures from industry experts</p> <p><b>15. Emerging Trends in Crisis Communication</b></p> <p>15.1. Technological advancements and their impact on crisis communication</p> <p>15.2. Future trends in crisis management</p> <p>15.3. Adapting to changing communication landscapes</p> <p><b>16. Final Project Presentations</b></p> <p>16.1. Group projects on developing comprehensive crisis communication plans</p> <p>16.2. Presentation and peer review</p> <p>16.3. Feedback from the instructor</p>	
<b>Textbooks and Reading Material</b>		
<ol style="list-style-type: none"> <li>Zaremba, A. J. (2014). <i>Crisis Communication: Theory and Practice</i>. Routledge.</li> <li>Coombs, W. T. (2022). <i>Situational Crisis Communication Theory (SCCT) Refining and Clarifying a</i></li> </ol>		

Cognitive-Based Theory of Crisis Communication. *The handbook of crisis communication*, 193-204.

3. Coombs, W. T. (2007). Protecting organization reputations during a crisis: The development and application of situational crisis communication theory. *Corporate reputation review*, 10, 163-176.
4. Ulmer, R. R., Sellnow, T. L., & Seeger, M. W. (2022). *Effective crisis communication: Moving from crisis to opportunity*. Sage Publications.
5. Coombs, W. T. (2013). *Applied crisis communication and crisis management: Cases and exercises*. Sage Publications.
6. Benoit, W. L. (1997). Image repair discourse and crisis communication. *Public Relations Review*, 23(2), 177-186.
7. Coombs, W. T. (2007). *Ongoing Crisis Communication: Planning, Managing, and Responding*. Sage.
8. Eriksson, M. (2018). Lessons for crisis communication on social media: A systematic review of what research tells the practice. *International Journal of Strategic Communication*, 12(5), 526-551.
9. Malecki, K. M., Keating, J. A., & Safdar, N. (2021). Crisis communication and public perception of COVID-19 risk in the era of social media. *Clinical infectious diseases*, 72(4), 697-702.
10. Sellnow, T. L., & Seeger, M. W. (2021). *Theorizing Crisis Communication*. John Wiley & Sons.
11. Ulmer, R. R., Seeger, M. W., & Sellnow, T. L. (2007). Post-crisis communication and renewal: Expanding the parameters of post-crisis discourse. *Public Relations Review*, 33(2), 130-134.
12. Bowen, S. A., & Coombs, W. T. (2020). 27 Ethics in crisis communication. *Crisis communication*, 543-567.

**Teaching Learning Strategies**

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

**Assignments: Types and Number with Calendar**

Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.

**Assessment**

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.