

COM5403: CRISIS COMMUNICATION AND MANAGEMENT

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Crisis Communication and Management

Subject Code

COM - Media and Communication

Course Number

5403

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

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)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Discover what crises are and how to communicate and manage crises - identifying different types of crises and responding with appropriate procedures	x		
2	Apply relevant theories and models in analyzing crisis cases	x	x	
3	Execute strategic public relations which contribute to the reduction of the crisis occurrences and value the function of communication during crises	x	x	x
4	Create innovative and workable crisis communication and management plan part of which shall reflect use of new media	x	x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)	
1	Lecture	Lecture on the basic principles and concepts	1	Throughout the class
2	Case analysis	Discover and analyze the relevant theories using real cases	1, 2, 3	Throughout the class
3	Quiz	Assess students' ability to analyse and apply the theories and concepts learned during the lectures	1, 2, 3	1 week

4	Final Project	Create an innovative crisis communication plan	1, 2, 3, 4	1 week
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Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Class participation	1, 2, 3	15	
2	Class facilitation Group project	1, 2, 3, 4	25	
3	Final Project	1, 2, 3, 4	30	
4	Quiz	1, 2, 3	30	

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Class participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Actively participating in in-class discussions and activities

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Class facilitation group project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to analyze a crisis communication case in terms of the progress, impact, response, and communication strategy

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Final project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to create a crisis communication plan for an organization on a specific crisis

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Quiz (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to analyze and apply the theories and concepts covered in this course

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Class participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Actively participating in in-class discussions and activities

Excellent

(A+, A, A-) Highly active participation in in-class discussions and activities

Good

(B+, B) Adequate participation in in-class discussions and activities

Marginal

(B-, C+, C) Basic participation in in-class discussions and activities

Failure

(F) No participation in in-class discussions and activities

Assessment Task

Class facilitation group project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to analyze a crisis communication case in terms of the progress, impact, response, and communication strategy

Excellent

(A+, A, A-) Demonstrating excellent ability to analyze a crisis communication case in terms of the progress, impact, response, and communication strategy

Good

(B+, B) Demonstrating good ability to analyze a crisis communication case in terms of the progress, impact, response, and communication strategy

Marginal

(B-, C+, C) Demonstrating basic ability to analyze a crisis communication case in terms of the progress, impact, response, and communication strategy

Failure

(F) Failing to analyze a crisis communication case in terms of the progress, impact, response, and communication strategy

Assessment Task

Final project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to create a crisis communication plan for an organization on a specific crisis

Excellent

(A+, A, A-) Strong evidence of ability to create a crisis communication plan for an organization on a specific crisis

Good

(B+, B) Adequate evidence of ability to create a crisis communication plan for an organization on a specific crisis

Marginal

(B-, C+, C) Limited evidence of ability to create a crisis communication plan for an organization on a specific crisis

Failure

(F) Failing to create a crisis communication plan for an organization on a specific crisis

Assessment Task

Quiz (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to analyze and apply the theories and concepts covered in this course

Excellent

(A+, A, A-) Demonstrating excellent ability to analyze and apply the theories and concepts covered in this course

Good

(B+, B) Demonstrating good ability to analyze and apply the theories and concepts covered in this course

Marginal

(B-, C+, C) Demonstrating basic ability to analyze and apply the theories and concepts covered in this course

Failure

(F) Failing to analyze and apply the theories and concepts covered in this course

Part III Other Information

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

Reading List

Compulsory Readings

Title	
1	Lerbinger O. (2nd Edition, 2011). The crisis manager: facing disasters, conflicts, and failures. Routledge.
2	Coombs, T. (2015), 4th Edition, Ongoing Crisis communication: Planning, Managing and Responding. Thousand Oaks, CA: Sage Publications. ISBN: 9781452261362

Additional Readings

Title	
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

10	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. <i>Public Relations Review</i> , In Press, Corrected Proof, Available online 16 January 2008.
11	Timothy N. Walters (2007). W.T. Coombs, <i>Ongoing Crisis Communication: Planning, Managing, and Responding</i> . (2nd ed.), Sage Publications (2007) [Review of the book: <i>Ongoing Crisis Communication: Planning, Managing, and Responding</i>]. <i>Public Relations Review</i> , In Press, Corrected Proof, Available online 5 November 2007.
12	Greg Elliott & Sylvain Charlebois (September 2007). How Mosaic-Esterhazy applied a crisis communication strategy when it suddenly had the world's attention. <i>Public Relations Review</i> , 33 (3), 319-325.
13	Brooke Fisher Liu (September 2007). Communicating with Hispanics about crises: How counties produce and provide Spanish-language disaster information. <i>Public Relations Review</i> , 33 (3), 330-333.
14	Jaesub Lee, Jennifer H. Woeste & Robert L. Heath (September 2007). Getting ready for crises: Strategic excellence. <i>Public Relations Review</i> , 33 (3), 334-336
15	Kaye D. Sweetser & Emily Metzgar (September 2007). Communicating during crisis: Use of blogs as a relationship management tool. <i>Public Relations Review</i> , 33 (3), 340-342.
16	W. Timothy Coombs (June 2007). Crisis and risk communication special section introduction. <i>Public Relations Review</i> , 33 (2), 113.
17	Robert R. Ulmer, Matthew W. Seeger & Timothy L. Sellnow (June 2007). Post-crisis communication and renewal: Expanding the parameters of post-crisis discourse. <i>Public Relations Review</i> , 33 (2), 130-134.
18	W. Timothy Coombs (June 2007). Attribution Theory as a guide for post-crisis communication research. <i>Public Relations Review</i> , 33(2), 135-139
19	Tony Jaques (June 2007). Issue management and crisis management: An integrated, non-linear, relational construct. <i>Public Relations Review</i> , 33(2), 147-157.
20	Clark F. Greer & Kurt D. Moreland (June 2007). How Fortune 500 companies used the Web for philanthropic and crisis communication following Hurricane Katrina. <i>Public Relations Review</i> , 33(2), 214-216.
21	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. <i>Public Relations Review</i> , 33(2), 217-219.
22	Reghan Cloudman & Kirk Hallahan (November 2006). Crisis communications preparedness among U.S. organizations: Activities and assessments by public relations practitioners. <i>Public Relations Review</i> , 32(4), 367-376.
23	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. <i>Public Relations Review</i> , 32(4), 420-422.
24	Meredith Craig, Bolanle A. Olaniran Juliann C. Scholl & David E. Williams (June 2006). Crisis communication in public arenas. <i>Public Relations Review</i> , 32(2), 171-173.
25	Sooyoung Cho & Glen T. Cameron (June 2006). Public nudity on cell phones: Managing conflict in crisis situations. <i>Public Relations Review</i> , 32(2), 199-201.
26	Charles Marsh (March 2006). The syllogism of apologia: Rhetorical stasis theory and crisis communication. <i>Public Relations Review</i> , 32(1), 41-46.
27	吳友富、陳霓(2006)。整合行銷。上海：上海外語教育出版社。
28	郭惠民 (主編) (2006)。危機管理的公關之道。上海：復旦大學出版社。
29	肖鵬軍 (主編) (2006)。公共危機管理導論。北京：中國人民大學出版社。
30	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。
31	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。
32	林靜伶、吳宜蓁、黃懿慧(1996)。公共關係。臺北：空中大學出版社。