

Minnesota State University Moorhead

COMM 376: Crisis Communications

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Crisis Communications is a course designed to develop an awareness and an understanding of the principles and communication processes used to respond to a crisis that threatens the image, credibility and/or viability of an organization. Topics include the typologies of a crisis, the stages of a crisis, the process of developing and administering a comprehensive crisis communications plan, the strategies and tactics of messaging and interacting with media and other key publics in a crisis setting, and an examination and critique of case histories of an organization's response to an actual crisis. Learning outcomes for this course are to: 1) develop an awareness and an understanding of the principles and communication processes used to respond to a crisis situation that threatens the image, credibility, and/or viability of an organization; 2) identify and characterize the typologies of a crisis and the chronological stages of a crisis; 3) explore the processes of developing and administering a comprehensive crisis communications plan; 4) develop proficiency in using the strategies and tactics of messaging in a crisis setting; and 5) critically evaluate case histories of organizational responses to actual crises.

B. COURSE EFFECTIVE DATES: 09/09/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Critically evaluate case histories of organizational responses to actual crises.
2. Develop an awareness and an understanding of the principles and communication processes used to respond to a crisis situation that threatens the image, credibility and/or viability of an organization.
3. Develop proficiency in using the strategies and tactics of messaging in a crisis setting.
4. Explore the processes of developing and administering a comprehensive crisis communications plan.
5. Identify and characterize the typologies of a crisis and the chronological stages of a crisis.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted