

WILMINGTON UNIVERSITY
BEHAVIORAL SCIENCE

FACULTY MEMBER:

TERM:

COURSE TITLE: Special Topics: Crisis Communications

COURSE NUMBER: SOC 352

TEXTBOOK(S): TITLE: Effective Crisis Communication: Moving From Crisis to Opportunities (2 Ed)
AUTHOR: Robert R. Ulmer, Timothy L. Sellnow, Matthew W, Seeger
PUBLISHER: Sage Publications
ISBN-13: 978-1-4129-8034-0

OFFICE HOURS AND METHOD OF CONTACT:

PREREQUISITES: Successful completion of SOC 101 or PSY 101

COURSE DESCRIPTION:

This course will focus on crisis communications. Students will learn how organizations and corporations manage crisis communications, understand the basics of community relations, examine corporate social responsibility programs, and learn how emergency managers implement crisis communications plans including using social media. The course will cover crisis communications theory, types of crisis, crisis communications plans, and examine a variety of crisis communications examples through case study of past examples.

I. MAJOR INSTRUCTIONAL GOALS

GOAL A: Students will define communication from the context of Emergency Management.

Learning Outcomes: The student will:

A-1: Differentiate between crisis communication and business communication.

A-2: Identify stakeholders and audience reactions.

A-3: Apply public relations and crisis communication concepts to real-world scenarios.

A-4: Understand and apply the vocabulary of public relations and crisis communication theories.

GOAL B: Students will evaluate the role of the media and stakeholders in crisis communications.

Learning Outcomes: The student will:

B-1: Analyze and evaluate successful and unsuccessful crisis and risk communications and differentiate between the two.

B-2: Evaluate the role of the media and stakeholders.

GOAL C: Students will evaluate the use of social media in crisis communications.

Learning Outcomes: The student will:

C-1: Evaluate how new technologies (i.e. social media) have helped or hindered risk communication.

C-2: Explain how risk communication positively impacts community risk and vulnerability.

Learning Outcomes: The student will:

E-1: Communicate information orally using acceptable standard American English grammar.

E-2: Present written information using standard APA style.

E-3: Develop professional skills for communicating with the public regarding sensitive matters.

II.SUPPLEMENTAL OBJECTIVES:

III.METHODOLOGY:

A. This course will include the following assessments:

1. Students will be given a mock scenario for an incident. They will portray the role of public liaison at the Incident Command Post. Based on the circumstances surrounding the incident and information given, students will have to develop a plan of action describing how to approach and communicate with stakeholders (including family of victims), the general public, and the media.

2. Participation in class discussions.

3. Reaction paper(s).

4. Create a Crisis Communication Plan.

5. Completion of 2 FEMA independent study modules (242a- Effective Communication; 42- Social Media in Emergency Management).

B. Evaluation Procedures:

| Assignment | Category | Points |
|---------------|----------|--------|
| Introductions | | |

