Universidad de Puerto Rico
Recinto de Río Piedras
Facultad de Administración de Empresas
Departamento de Comunicación Empresarial

SYLLABUS

COURSE TITLE	:	**Crisis Communication**
CODE	:	**INCO 4102**
HOURS/CREDITS	:	**45 hours / Three credits**
PREREQUISITES, COREQUISITES AND OTHERS REQUISITES:	:	**None**

COURSE DESCRIPTION:

Study of the planned and contingent crisis communication processes that links stakeholders before, during and after a crisis. Allows for discussing and problematizing the various crisis communication theories. Its case study approach enables students to apply these theories as epistemology, a way of knowing and thinking, and to devise communication strategies aiming at preparing for and reducing, limiting, and responding to crisis management issues. Face-to-face, online and hybrid course.

LEARNING OBJECTIVES:

Upon completion of the course, the student will be able to:

1. Explain the link between communication and theory.
2. Describe the various crisis communication theories.
3. Write a crisis communication plan.
4. Demonstrate how crisis communication can prevent, cause, accelerate, and assist in the recovery from a crisis event.
5. Apply practical crisis communication principles to a relevant crisis.

TEXTBOOKS:

Fearn-Banks, Kathleen. (2017). *Crisis Communication: A Casebook Approach*. Routledge.

Zaremba, Alan J. (2015). *Crisis Communication: Theory and Practice*. Routledge.

COURSE CONTENT AND DISTRIBUTION OF TIME:

TOPIC	DISTRIBUTION OF TIME		
	Face to face	Hybrid	Online
1. Course Overview a. Objectives, Content, and requirements.	3 hours	2 hours (1 hour face to face and 2 hour online)	3 hours (1 hour in-class)
2. The importance of theories a. Crisis Communication: An overview	3 hours	3 hours (1 hour face to face and 2 hours online)	3 hours
3. Crisis Development Theory: Strategic Choices and Decisions	4 hours	4 hours (1 hour face to face and 3 hours online)	4 hours
4. Communicating Warnings: Promoting Choices and Behaviors	3 hours	3 hours (1 face to face and 2 hours online)	3 hours
5. Consequence Theories as Promoters of Change and Organizational Learning	4 hours	4 hours (1 face to face and 3 hours online)	4 hours
6. Emergency Response Communication: Its Central Role in Crisis Functional and Instrumental Response	3 hours	3 hours (1 hour face to face and 2 hours online)	3 hours
7. Institutional Image Repair: Influence and Persuasion	3 hours	3 hours (1 hour face to face and 2 hours online)	3 hours
8. Crisis Communication Ethics	4 hours	4 hours (1 hour face to face and 3 hours online)	4 hours
9. The Outcome of a Crisis: Communication Challenges and Opportunities	4 hours	4 hours (1 hour face to face and 3 hours online)	4 hours
10. Crisis Management by *Apologia* and Apology	4 hours	4 hours	4 hours

2 hours

		(1 hour face to face and 3 hours online)	
11. Chaos and Resilience: Message Forms and Content	2 hours	2 hours (1 hour face to face and 1 hour online)	2 hours
12. In class writing and testing	8 contact hours	8 hours (1 hour face to face and 7 hours online)	8 hours
Total contact hours	45 hours	45 hours (11.5 hours face to face = 25% and 33.5 hours online = 75%)	45 hours

INSTRUCTIONAL TECHNIQUES:

Face-to-face	Hybrid	Online
• Lectures • Group Work • Individual Tasks • Assessment Activities • Practical Exercises • Oral Presentations • Technology-based Research	• Online instructional modules • Online reading of professional articles • Instructional Videos • Group Work • Individual Work • Assessment Activities • Practical Exercises • Oral Presentations • Asynchronous and Synchronous Videoconferences	• Interactive instructional modules • Online reading of professional articles • Instructional Videos • Group Work • Individual Work • Assessment Activities • Practical Exercises • Oral Presentations • Asynchronous and Synchronous Videoconferences

MINIMUM AVAILABLE OR REQUIRED RESOURCES:

Resources	Face-to-face	Hybrid	Online
Account in an institutional learning platform (I.e. Moodle, MS Teams, etc.)	Institutional	Institutional	Institutional
Institutional e-mail account	Institutional	Institutional	Institutional

Computer with high internet speed or mobile device with Access to internet data	Student	Student	Student
Software applications: Word processor, spreadsheets, presentation editor	Student	Student	Student
Integrated or external speakers	NA	Student	Student
Web Camara or mobile device with camera and microphone	NA	Student	Student

EVALUATION TECHNIQUES:

Face-to-face	Hybrid	Online
• Exams, quizzes, 20% • Writing Exercises, 30% • Final essay, 20% • Class work, 30% Total: 100%	• Exams, quizzes, 20% • Writing Exercises, 30% • Final essay, 20% • Class work, 30% Total: 100%	• Exams, quizzes, 10% • Writing Exercises, 20% • Final essay, 20% • Forum participation, 30% • Class work, 20% Total: 100%

REASONABLE ACCOMMODATION:

According to the Law of Integral Educational Services for Persons with Disabilities, students who require reasonable accommodation should notify the professor the first day of class. We are prepared to provide reasonable accommodations for evaluation (those that do not substantially alter the nature of the course or cause undue burden on the professor) to students with disabilities while maintaining the academic standards that are fundamental to the quality of our courses.

Students who receive VR services should contact the professor at the beginning of the semester to plan the reasonable accommodation and assistive equipment required by recommendations of the "Oficina de Asuntos para las Personas con Impedimento" (OAPI) of Dean of Students. The student with special needs some assistance or accommodation should contact the professor.

Certification # 99 (01-02) of the Academic Senate, Act 51 of 1996 (Act Integral Educational Services for People with Disabilities) and certification 130 (1999-2000) of the Board of Trustees.

Our Department complies with Section 504 of the Rehabilitation Act of 1973 or the Americans with Disabilities Act of 1990 and is committed to providing equal educational opportunities to all students, regardless of disabilities. Students with disabilities must seek assistance for accommodations specific to their disabilities from "Oficina de Asuntos para las Personas con Impedimento (OAPI), preferably prior to the start of classes. The disability resource office

determines eligibility and specific accommodation requirements based on verification of disability and assessment of student's educational needs. Students who have a documented special need that requires academic support services must contact the professor the first week of class so these accommodations can be met. Students with disabilities should meet the same course expectations as their peers.

ACADEMIC INTEGRITY:

To ensure user data integrity and security, hybrid and distance education courses are offered through the institutional learning management system, which employs secure connection and authentication protocols. The system authenticates the user's identity with the username and password of their institutional accounts. The user is responsible for keeping their password secure and not sharing it with others.

The University of Puerto Rico promotes the highest standards of academic and scientific integrity. Article 6.2 of the UPR Students General Bylaws (Board of Trustees Certification 13, 2009-2010) states that academic dishonesty includes, but is not limited to: fraudulent actions; obtaining grades or academic degrees buy false of fraudulent simulations; copying the whole of part of the academic work of another person: plagiarizing totally or partially the work of another person; copying all or part of another person answers to the questions of an oral or written exam by taking or getting someone else to take the exam on his/her behalf; as well as enabling and facilitating another person to perform the aforementioned behavior. Any of these behaviors will be subject to disciplinary action in accordance with the disciplinary procedure lain down in the UPR Students General Bylaws.

The General Student Regulations of the University of Puerto Rico, Certification 13, 2009-2010, and approved by the State Department of Puerto Rico on September 9, 2009, Part VI, Section 6.2, sets the behavior of students' subject to disciplinary sanctions. Among them is academic dishonesty, which involves disciplinary action as set forth in this regulation.

INSTITUTIONAL POLICY AGAINST SEXUAL HARRASSMENT

Certification Number 39 (2018-2019), Academic Senate

The University of Puerto Rico prohibits discrimination based on sex, sexual orientation, and gender identity in any of its forms, including that of sexual harassment. According to the Institutional Policy against Sexual Harassment in force at the University of Puerto Rico, any student subjected to acts constituting sexual harassment, may turn to the Office of the Student Ombudsperson, the Office of the Dean of Students, or the Coordinator of the Office of Compliance with Title IX for an orientation or formal complaint.

GRADING SYSTEM:
A, B, C, D, F
REFERENCES:

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Austin, L. L., & Jin, Y. (2017). *Social Media and Crisis Communication*. Taylor & Francis.

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Coombs, W. T., & Holladay, S. J. (2008). Comparing apology to equivalent crisis response strategies: Clarifying apology's role and value in crisis communication. *Public Relations Review*, *34*(3), 252–257. https://doi.org/10.1016/j.pubrev.2008.04.001

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Ham, C.-D., & Kim, J. (2019). The Role of CSR in Crises: Integration of Situational Crisis Communication Theory and the Persuasion Knowledge Model. *Journal of Business Ethics*, *158*(2), 353–372. https://doi.org/10.1007/s10551-017-3706-0

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Liu, B. F., & Fraustino, J. D. (2014a). Beyond image repair: Suggestions for crisis communication theory development. *Public Relations Review*, *40*(3), 543–546. https://doi.org/10.1016/j.pubrev.2014.04.004

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Crisis Communication Resources. https://www.prsa.org/about/crisis-
      communications-resources

Crisis Management and Communication. https://instituteforpr.org/crisis-
      management-and-communications/

The Stanford Encyclopedia of Philosophy. https://plato.stanford.edu/cite.html.

The Writing Lab and The Owl at Purdue (2015*). APA Formatting and Style Guide*.
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*Electronic references will be revised and updated continuously. Students are asked to bring in additional web sites they may find useful and related to class.

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