KOMC60, Strategic Communication: Crisis Communication in Organisations and Societies, 15 credits

Strategisk kommunikation: Kriskommunikation i organisationer och samhällen, 15 högskolepoäng

First Cycle / Grundnivå

Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2020-04-30 (U 2020/437) and was last revised on 2020-08-25. The revised syllabus comes into effect 2020-08-26 and is valid from the autumn semester 2020.

General information

The course is offered as a freestanding course.

Language of instruction: English

Main field of study	Specialisation
Strategic Communication	G1F, First cycle, has less than 60 credits in first-cycle course/s as entry requirements

Learning outcomes

On completion of the course, the student shall

Knowledge and understanding

- show knowledge of crisis communication as a research field and a strategic practice,
- show knowledge of main concepts, theories, and principles in crisis communication,
- show knowledge of different approaches, traditions and trends in crisis communication research,

- show understanding of leadership and coworkship from the internal crisis communication perspectives.

Competence and skills

- demonstrate the ability to diagnose risk, issues, and organizational vulnerabilities and to construct a crisis communication plan for a given organization, which prepares the organization for emergency and critical situations,
- demonstrate the ability to adopt appropriate crisis response strategies to solve real-life problems through role-playing and case studies,
- demonstrate the ability to discuss how various contexts, including organizational, social, and global contexts, shape the execution of crisis communication strategies.

Judgement and approach

- demonstrate the ability to adopt an ongoing approach to crisis communication, which constitutes distinct phases that demand various concepts and skills be applied by the practitioners,
- demonstrate the ability to evaluate strengths and weaknesses in crisis response strategies and crisis management plans.

Course content

Organizations are facing a wide range of unexpected challenges of crises, requiring them to develop strategic thinking in order to prepare for, mitigate, respond to, and recover from unexpected occurrences. The aim of this course is to develop the student's strategic skills in mitigating issues and managing crises that organizations encounter. This course places crisis communication in organizational, social, and global contexts. The course emphasizes real-world application of crisis communication concepts, theories, and principles. Thematically, the course covers the foundational of crisis communication, three phases of crisis management, internal and external crisis communication, media and stakeholder relations, and issues and trends in crisis communication.

Course design

The teaching is given in the form of online lectures, discussions, seminars, workshops, and supervisions.

Participation in seminars is compulsory unless special circumstances apply. Students who have been unable to participate due to circumstances such as accidents or sudden illness will be offered the opportunity to compensate for or re-take compulsory components. This also applies to students who have been absent because of duties as an elected student representative.

Assessment

Examination takes place through:

- An individual take-home exam (7,5 credits),
- An individual crisis management plan (4,5 credits),
- An individual crisis case study (3 credits). The case study is presented at a seminar.

The course includes opportunities for assessment at a first examination, a re-sit close to the first examination and a second re-sit for courses that have ended during that school year. Two further re-examinations on the same course content are offered within a year of the end of the course. After this, further reexamination opportunities are offered but in accordance with the current course syllabus.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Grades

Grading scale includes the grades: U=Fail, E=Sufficient, D=Satisfactory, C=Good, B=Very Good, A=Excellent
The highest grade is A and the lowest passing grade is E. The grade for a non-passing result is Fail. The student's performance is assessed with reference to the learning outcomes of the course. For the grade of E the student must show acceptable results. For the grade of D the student must show satisfactory results. For the grade of C the student must show good results. For the grade of B the student must show very good results. For the grade of A the student must show excellent results. For the grade of Fail the student must have shown unacceptable results.

Grade on the whole course consists of a mean of the grades on graded examination (where A=5, B=4, C=3, D=2, E=1). To pass the course, the student must have received at least E on all components assessed with the grading scale Fail, E-A and participated in all compulsory components.

At the start of the course students are informed about the learning outcomes stated in the syllabus and about the grading scale and how it is applied in the course.

Entry requirements

For admission to the course, students must have completed course requirements of 45 credits in social sciences, humanities, economics or the equivalent.

Oral and written proficiency in English equivalent to English 6/B (advanced) from Swedish upper secondary school is a requirement. International qualifications will be assessed in accordance with national guidelines.

International students are exempted from the general entry requirement of proficiency in Swedish.

Further information

The course cannot be included in a degree together with the course SKOC61 Strategic Communication: Crisis Communication, 7.5 credits.