

COURSE SYLLABUS

MED 5465 – Crisis Management Communications

Instructor: Gary Ford

636-227-5749

Fax: 636-227-4160

E-Mail: garyford@fordcom.net

Course Description

Focuses on the issues relevant to planning, development and execution of crisis communications programs for businesses and organizations and public relations techniques for communication with stakeholders during a crisis.

Incoming Competency of Student

Completion of MEDC 5322 or consent of the instructor.

Course Statement of Objectives

- A. To give students exposure to the issues facing public relations practitioners in businesses and organizations when a crisis situation demands immediate public response.
- B. To provide students with practical techniques and planning necessary to successfully communicate during a crisis situation.
- C. To allow a forum for graduate students to discuss the dynamics and implications of various public relations strategies among themselves and with experts in the field.

Course Schedule

Required readings, class preparations and assignments, lectures and exams:

Week 1: Crisis Defined

- Psychology of Crisis
- Defining a Crisis
- Addressing stakeholders
- Internal/External Issues

In class case

Week 2: Developing a Crisis Communications Plan

- Defining a crisis
- Establishing reporting authority
- Establishing procedures to address stakeholders
- Assigning a spokesman
- Communicating the plan

In class assignment

Week 3: Classic Business Crisis Cases

- Discussion of famous crisis situations
- Case Study Presentations**

Week 4: The Media in a Crisis

- Expectations
- Maintaining credibility
- Developing Messages
- Accommodating Information Demands

Week 5: Crisis in Public Companies

- Identify stakeholders
 - Fiduciary crisis
 - Product/performance crisis
 - Legal crisis
- Crisis Scenario**

Week 6: Crisis in Non-Profit Organizations

- Identify stakeholders
 - Maintaining integrity
 - Financial crisis
 - Service crisis
 - Morality crisis
- Crisis Scenario**

Week 7: Crisis in Public Service/Government Sector

- Identify stakeholders
 - Public safety issues
 - Maintaining confidence
- Crisis Scenario**

Week 8: Simulated Crisis

Week 9: Project Presentations

Texts Used

You'd Better Have a Hose If You Want to Put Out The Fire by Rene A. Henry. Gollywobbler Productions, Windsor, California. 2000 ISBN: 0-967-4535-0-X

Crises In Organizations II by Laurence Barton. South-Western College Publishing. 2001 ISBN: 0-324-02429-0

Course Requirements

Case Study	30 percent of grade
Term Project	40 percent of grade
Participation, case discussion	30 percent of grade