LSPR Communication & Business Institute

Subject Syllabus

Subject Code : PRDC08

Subject Title : Crisis Communication Tactics: Handling Issues & Trends in PR

Subject Specification : For students in Public Relations & Digital Communication Major

Subject Overview : The course is designed to provide an introduction to the principles of Public Relations issues and crisis management. A conceptual framework will be developed through definitions, models, case studies and how to handle issues and crisis. The student will learn a number of scenarios illustrating different crises, through practices of legal issues involved, the crisis management planning process and handling a crisis. This includes setting up a press centre, managing the media, crisis contingency plan and keeping the employees informed with the emergency service of study.

Course Objectives :

1. Know and understand the importance of Principles of Public Relations Issues and Crisis Management
2. Able to create and develop Crisis Management Planning Process.
3. Able to analyze Crisis Contingency Planning.

Course Method : interactive lectures, problem-solving discussions, case studies, class presentation and guest lectures.

Learning Outcome (Competence) :

- Knowledge : Know and understanding how to analyze and evaluate crisis communication strategies in various organizational contexts.
- Skill : analytical, writing skills, presentation skill, teamwork, problem solving
- Attitude: Be able to apply ethical principles and legal guidelines to navigate crisis situations and ensure transparency, accountability, and compliance.

Course content :

Week	Topic

1	Understanding the Differences of Issue & Crisis
2	Public Relations & Issue Management
3	Issue Management & Program Planning
4	The Seven Steps of Issues Management
5	Assignment
6	Case Study of Crisis I
7	Case Study of Crisis II
8	**Mid Term Examination**
9	How Can a Crisis Occur?
10	Public Relations & Crisis Management I
11	Public Relations & Crisis Management II
12	Dealing with the Media in Crisis Situations
13	Crisis Public Relations Planning I
14	Crisis Public Relations Planning II
15	Materials Review Final Exam
16	**Final Examination**

Grading System :
In the Letter Grade System, the quantitative grades mean:

Grade	**Symbol**	**Conversion Value**
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :
As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities

1	Understanding the Differences of Issue & Crisis	a. What is an Issue b. What is Crisis c. The difference between an issue and a crisis d. Case Study: Issues and Crisis	1. Lecturer's presentation 2. Question and answer
2	Public Relations & Issue Management	a The Role of Public Relations in Issue Management b What is the function of Issue Management c How Issue Management is implemented d Case Study: Issues that have become trending topics	1. Lecturer's presentation 2. Question and answer
3	Issue Management & Program Planning	a Stage 1: Potential Issue b Stage 2: Emerging Issue c Stage 3: Current and Crisis Issue d Stage 4: Dormant Issue e The importance of taking immediate action (Early action)	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
4	The Seven Steps of Issues Management	a. Monitoring b. Identification c. Prioritization d. Analysis e. Strategy decision f. Implementation g. Evaluation	1. Lecturer's presentation 2. Question and answer
5	Assignment & Quiz		1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
6	Case Study of Crisis I	a. Identify issues (trending topics) in the media (media tracking)	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
7	Case Study of Crisis II	a. Identify issues (trending topics) in the media (media tracking). (max 10	1. Lecturer's presentation 2. Question and answer

		slides) b. Create a Resume	
8	**Mid Term Test**		
9	How Can a Crisis Occur?	a Crisis facts b Seven signs of crisis c Types of crisis d Causes of the crisis e Crisis management vs. Crisis communication	1. Lecturer's presentation 2. Class discussion 3. Question and answer
10	Public Relations & Crisis Management I	a The role of Public Relations in a crisis b The importance of planning c Communication Strategy d Case study	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
11	Public Relations & Crisis Management II	a. How to anticipate a crisis b. Managing Crisis c. Crisis control program d. Overcoming crises e. 13 mistakes in handling a crisis f. Case study	1. Lecturer's presentation 2. Class discussion 3. Question and answer
12	Dealing with the Media in Crisis Situations	a. Guidelines for Communicating with the Media b. How to Communicate with the Media c. The Purpose of Communicating During a Crisis d. Interviews with Media e. Developing Messages f. Social Media as an Important Component in Crisis Management g. Case study	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
13	Crisis Public Relations Planning I	a. Step-by-step overview of the crisis communication planning process, from initial assessment to post-	1. Lecturer's presentation 2. Class discussion 3. Question and answer

		crisis evaluation.	
14	Crisis Public Relations Planning II	a Identifying key components of a crisis communication plan, including roles and responsibilities, communication channels, and messaging strategies.	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
15	Materials Review for Final Exam		
16	**Final Examination**		

Midterm Paper Guideline **:** Written Examination

Final Paper Guideline **:** Group Project or Group Presentation

References **:**

1. Risk Issues and crisis management in Public Relations (Regester & Larkin)
2. Strategy Issues Management (Heath & Palencha)
3. How PR works (White & Mazur)
4. Protecting the reputation of an organization (Coombs)
5. Coombs, W. T. (2015). Ongoing Crisis Communication: Planning, Managing, and Responding. SAGE Publications.
6. Seeger, M. W., & Ulmer, R. R. (2003). Explaining Enron: Communication and Responsible Leadership. Management Communication Quarterly, 17(1), 58-84.
7. Fearn-Banks, K. (2019). Crisis Communications: A Casebook Approach. Routledge.
8. Pearson, C. M., & Clair, J. A. (1998). Reframing Crisis Management. Academy of Management Review, 23(1), 59-76.
9. Heath, R. L., & Palenchar, M. J. (2009). Strategic Issues Management: Organizations and Public Policy Challenges. SAGE Publications.
10. Mitroff, I. I., & Anagnos, G. (2001). Managing Crises Before They Happen: What Every Executive and Manager Needs to Know About Crisis Management. AMACOM.
11. Coombs, W. T. (2007). Protecting Organization Reputations During a Crisis: The Development and Application of Situational Crisis Communication Theory. Corporate Reputation Review, 10(3), 163-176.
12. Seeger, M. W., Sellnow, T. L., & Ulmer, R. R. (2003). Communication and Organizational Crisis. Praeger Publishers.
13. Holtzhausen, D. R., & Roberts, L. D. (2009). Stakeholder Relationship Management and Organizational Resilience: Is There a Connection in Crisis Situations? Journal of Communication Management, 13(2), 123-139.
14. Coombs, W. T., & Holladay, S. J. (2014). The Paradox of Managerial Support in Crisis Situations: Challenges of Managing Social Media. Journal of Contingencies and Crisis Management, 22(3), 157-168.

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