KOM5327: CRISIS COMMUNICATION (PJH)

Introduction to the Course

By: Assoc. Prof. Dr. Siti Zobidah Omar
First Semester (September), 2015/2016
Lecturer

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Course requirement

Required text:
- PJJ Module

Other Readings:
Course objectives

After completing this course, the student should be able to:

- explain the concepts of crisis, crisis management and crisis communication,
- explain stages in crisis management and the importance of communication in crisis management,
- construct a crisis communication plan, and
- explore ideas and alternative solutions to handle crisis in organizations.
Course content

1. Introduction to crisis communication
2. Organizational crisis management approaches and crisis communication theories
3. Stages in organizational crisis management and crisis communication role
Course content

4. Formation of crisis communication team
5. Crisis communication plans
6. Crisis communication document
Course Evaluation

- Assignment 1 (Individual) 20%
- Assignment 2 (Individual) 30%
- Mid-Semester Exam 20%
- Final Examination 30%
First Assignment (20%)

What is Crisis Communication? By giving example discuss why crisis communication is important to an organization and how do you handle a crisis in an organization?

Date of submission: 26 October 2015 (Wk 8)
Requirements for 1\textsuperscript{st} Asgmt:

- Length of 1\textsuperscript{st} assignment 10-15 pages
- Enclosed the articles as an appendixes.
- Type written – double space
- References – using APA style
- Must be an academic writing
- No plagiarism
- Please submit on time
Second Assignment (30%)

Identify crisis that have occurred in Malaysian organization. Provide background information about the crisis based on the media reports or other sources of information. Discussion should be based on following topics:

i) Background and cause of crisis
ii) Types of crisis
iii) Stakeholders involved
iv) Manager’s understanding of crisis, crisis management, crisis communication and
v) Suggestions to improve crisis communication
vi) Methods used to identify potential crisis
vii) Crisis communication plans

Date of submission: 7 December 2015 (Wk 14)
Requirements for 2\textsuperscript{nd} Asgmt:

- Length of 2\textsuperscript{nd} assignment 20-25 pages
- Type written – double space
- References – using APA style
- Must be an academic writing
- No plagiarism
- Please submit on time
- Presentation – 10\% (3\textsuperscript{rd} F-2-F)
Subjective questions
Will be given four questions.
Answer two questions.
Question one is compulsory
Duration of exam: Two hours
Final Semester Exam (30%)

- Subjective questions
- Will be given five questions.
- Answer three questions
- Question one is compulsory
- Duration of exam: Two hours
Other Readings

1) Journal of Communication
2) Journal of Business Communication
3) Public Relations Review
4) Management Communication Quarterly
5) Annual ICM Crisis Report
6) Communication Monographs
7) Leadership and Organization Development Journal
8) Communication Research
9) European Journal of Communication
10) Asian Journal of Communication
11) Communication Studies
12) Management Learning
And more…
Journals - Malaysian

- MyJurnal
- MyCite – Malaysian Citation Index
- Jurnal Sains Humanika - UTM
- Jurnal Komunikasi - UKM
- Jurnal Pengajian Media – UM
- Jurnal Pertanika Sains Sosial – UPM
- Etc.
Others

- Turn-it in
- Online Journals
- WorldCat (APA style)
- APA Style
All the best ...