Week 1: Introduction to the Course

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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%)

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) the cause of crisis
ii) types of crisis
iii) stakeholders involved
iv) crisis management and crisis communication process
v) effects of crisis communication on image and reputation of organization
vi) suggestions to improve crisis communication

Date of submission: 22 July 2011 (Friday)
Other requirements:

- Length of 1st assignment: 15-20 pages
- Type written – double space
- References – using APA style
- Must be an academic writing
- No plagiarism
- Please submit on time
Conduct a case study on crisis communication in selected organizations. The study should try to identify the followings:

i) managers perception of organizational crisis
ii) managers understanding of crisis, crisis management, crisis communication and crisis audit
iii) methods used to identify potential crisis
vi) crisis communication plans

Date of submission: 19 September 2011 (Monday)
2nd Assignment (30%)

- Length of 2nd assignment 20-25 pages
- Type written – double space
- References – using APA style
- Must be an academic writing
- No plagiarism
- Please submit on time
Final Semester Exam (30%)

- Subjective questions
- Will be given five questions. Choose three questions to answer
- 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…
All the best ...