

Course Outline

School / Portfolio: Faculty of Education and Arts

Course Title: CRISIS AND RISK COMMUNICATION

Course ID: ATSGC2815

Credit Points: 15.00

Prerequisite(s): (ATSGC1897)

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 100703

Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	■	■	■	■	■	■
Intermediate	■	■	✓	■	■	■
Advanced	■	■	■	■	■	■

Learning Outcomes:

Knowledge:

- K1.** Appraise the various approaches to crisis management as documented in the scholarly texts
- K2.** Identify the tensions arising in community responses to crises and devise strategies to address them
- K3.** Examine advances in the use of communications strategies and in the applications of technology in relation to crisis management

Skills:

- S1.** Research disciplinary and theoretical perspectives on crisis management in social, corporate, and political contexts
- S2.** Articulate informed views about the effectiveness of various approaches to crisis management and draw on evidence to support those views
- S3.** Design a crisis preparation plan containing a prescribed set of elements, to reflect industry standards and content

Application of knowledge and skills:

- A1.** Apply writing and communications skills and draw on case studies from organizational histories to reveal insights to the theory and practice of crisis public relations
- A2.** Recognise the cultural, corporate, legal, and social impacts at play in crisis situations when public relations activities become relevant

Course Outline

ATSGC2815 CRISIS AND RISK COMMUNICATION

- A3.** Identify timeframes, target publics, and priority actions, and evaluate objectives and outcomes of crisis management, utilizing established evaluation methods

Course Content:

Topics may include:

- Strategic conflict communication
- Theories and principles of crisis management
- Risk and reputation management
- Strategic planning
- Report writing
- Media relations
- Activism and social media
- Preparedness
- Recovery
- Culture crises domestic and global
- New media communication

Values and Graduate Attributes:

Values:

- V1.** Appreciate the personal impacts of crises and the sensitive role of a PR organisation amid highly charged events
- V2.** Draw on lessons from the past to develop an awareness of preparedness for crises in political, social, environmental, and non-government organisational settings

Graduate Attributes:

Attribute	Brief Description	Focus
Continuous Learning	Students develop an awareness of preparedness for extraordinary events relevant to work-place settings and refine their communications skills in written, spoken, and online forms across the spectrum of demographics	High

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Attribute	Brief Description	Focus
Self Reliance	Students develop skills in independent research and analysis	Medium
Engaged Citizenship	Students engage with ideas reflecting community standards and expectations in relation to organisations where crisis management might be necessary at any time	Medium
Social Responsibility	Students develop their understanding of the needs of a pluralistic society with disparate views and backgrounds	Medium

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2 S1, S2	Students examine cases of public relations crisis management and evaluate the outcomes, in an essay-style assignment	Case study analysis	20-30%
K3 S3 A1, A3	Students design a crisis preparedness plan that predicts possible events and tensions and suggests actions to minimise negative impacts and turn those impacts into gains for the organisation	Crisis preparedness plan	30-50%
K1, K2 S2 A2	The exam tests: knowledge and interpretation of the theory and of issues arising from PR discourses; understanding of the processes and contents of a crisis management plan; key terms	Exam	30-40%

Adopted Reference Style:

APA