

**COMM 339 CRISIS COMMUNICATION**  
**Spring 2016**

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**Book: Crisis Communications: A Casebook Approach (4th Edition)**

Kathleen Fearn-Banks

Lawrence Erlbaum Associates, Mahwah, New Jersey

ISBN: 978-0-415-88059-6

**Course Content:** This course will cover all aspects of crisis and business communications including strategic planning, media relations, case studies and the development of a comprehensive crisis communications plan.

**Grading:** All grades will be based on total points earned during the semester.

**Program Competencies for the Division of Communication:**

By the time they graduate, students should be able to

1. communicate effectively using appropriate technologies for diverse audiences;
2. plan, evaluate and conduct basic (quantitative and qualitative) communication research;
3. use communication theories to understand and solve communication problems;
4. apply historical communication perspectives to contemporary issues and practices; and
5. apply principles of ethical decision-making in communication contexts.

**Assignments**

**Reaction Papers:** 4 @ 50 points each. Students will research articles on crisis communications (or related topics) from the book or any other source and write a reaction paper. Each paper should be a minimum of three pages. Topics will be handed out in a separate paper.

**Mid-Term Project:** 100 points. Students will select one of the case studies in the textbook or any other source and develop answers to specific questions provided by the instructor.

**Crisis Communications Plan: 200 points. Students will select a business, corporation, school, non-profit agency, etc., and develop a comprehensive crisis communications plan. A separate document will be provided with instructions on what to include in the plan along with a research assignment.**

**Grade Points:**

<b>450 to 500 points</b>	<b>A</b>
<b>400 to 445 points</b>	<b>B</b>
<b>350 to 395 points</b>	<b>C</b>
<b>300 to 345 points</b>	<b>D</b>
<b>Below 300 points</b>	<b>F</b>

**NOTE ON ASSIGNMENTS: Students are expected to have all assignments handed in on time. There will be a reduction in points for late work. The instructor realizes things do happen that can impact your work. Please speak to the instructor if there is any issue.**