

BES341-2
Crisis Communications
2 Credits

Instructor: TBA

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BES341-2 Version: 6



Crisis Communications

Calendar Description

This module focuses on a specific type of workplace communication - crisis communications. This module identifies the principles that need to be in place to ensure stakeholders have accurate information for the development of a crisis communications plan (CCP) and that public trust is maintained.

Rationale

This is a required module for the Bachelor of Applied Business: Emergency Services program.

As emergency services responders or administrators, you are familiar with the necessity of accurate and timely information during crises. This module focuses on the communication principles and strategies that you need to employ prior to, and in the event of, a crisis that may affect the public's trust in your organization. This module provides you with an opportunity to consider how an organization in crisis can best communicate with its stakeholders and maintain the public trust.

Prerequisites

BES341-1

Co-Requisites

None

Module Learning Outcomes

Upon successful completion of this module, students will be able to

1. identify events and circumstances that require a crisis communications plan.
2. complete a risk assessment.
3. identify common elements in crisis communications plans.
4. compare and contrast crisis communications management decisions.
5. identify and trace cause and effect mechanisms in crisis communications.
6. propose a crisis communications plan that informs and influences internal and external stakeholders.

Resource Materials

Required e-texts:

DiSanza, J. R., & Legge, N, J. (2017). *Business and professional communication: Plans, processes and performance* (6th ed.). Pearson.

Conduct of Module

This module is approximately 15 hours in length. It is delivered on-line and may involve individual, pair, and group work. Students are required to submit assignments, take part in asynchronous discussions, and undertake exercises in the workplace that call for reflective thinking. Participation in this module is paced and mandatory, and students are expected to practice time management skills accordingly. It is critical that each student read the assigned material and keep up to date with all objective tasks and assignments.

Student counseling: Students who are experiencing difficulty with the module should immediately consult the instructor by email.

Module withdrawal: Students should familiarize themselves with the school's module withdrawal policy and procedures, which are explained in the student handbook/calendar.

Students should budget approximately one to two hours of time in preparation for each one hour of the estimated 15 hours of class time.

All goals and evaluations of student application and demonstration of their knowledge and skills are determined as per the Online Discussion Grading Rubric and the Paper Grading Rubric linked within the module.

Evaluation Procedures

This module uses a variety of assessment tools to evaluate student performance. The final grade is an aggregate of the following components:

Organizational Risk Assessment	20%
Matrix (10%)	
Questions/Responses (10%)	
Quiz	10%
Contract & Comparison Essay	30%
Proposal to develop a CCP	
Proposal (25%)	
PowerPoint Presentation (15%)	<u>40%</u>
Total	100%

All marks are recorded as percentages and then converted to a final letter grade according to the criteria shown below.

Grade Equivalents and Course Pass Requirements

A minimum grade of D (50%) (1.00) is required to pass this course.

Letter	F	D	D+	C-	C	C+	B-	B	B+	A-	A	A+
Percent Range	0-49	50-52	53-56	57-59	60-64	65-69	70-74	75-79	80-84	85-89	90-94	95-100
Points	0.00	1.00	1.30	1.70	2.00	2.30	2.70	3.00	3.30	3.70	4.00	4.00

Students must maintain a cumulative grade of C (GPA - Grade Point Average of 2.00) in order to qualify to graduate.

Participation

Regular participation in threaded discussions is essential for success in the program. Absence for any reason does not relieve a student of the responsibility of completing course work and assignments to the satisfaction of the instructor. Poor participation may result in the termination of a student from a course(s).

If you do not meet the established participation requirements, your instructor will recommend that the Registrar withdraw you from the course. A failing grade of RW (Required to Withdraw) will appear on your transcript. No credit is earned. Calculated as a failing grade in GPA.

In cases of repeated absences due to illness, the student may be requested to submit a medical certificate.

Module Units/Topics

1. Nature of Crisis
2. Crisis Communication Plan
3. Managing a Crisis
 - Communicating with Internal Public
 - Communicating with External Public



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