

<i>Title and Code of Course:</i> Crisis Communication ERPB-BKO 0002			
<i>Instructor's Name:</i> Dr. György Szondi			
<i>Instructor's Email Address:</i> szondi.gyorgy@kre.hu			
Credit Point Value: 6	Number of Lessons per Week: 2	Type of Course: Seminar <input checked="" type="checkbox"/> Lecture <input type="checkbox"/>	Method of Evaluation: Oral Examination <input type="checkbox"/> In-Class Presentation <input type="checkbox"/> Other <input checked="" type="checkbox"/>
Course Description:			
<p>Organisations, companies and governments face several crisis situations where they have to react quickly otherwise their reputation will suffer. Airplane crashes, product recalls, boycotts, environmental catastrophes, rumours, management misdeeds have become top news stories in the media. The aim of this course is examine the nature of crises and outline the main principles of crisis communication. The course will cover crisis communication theory, crisis management approaches, classic cases and the influence of culture on crisis communication.</p> <p>The course will:</p> <ul style="list-style-type: none"> • Discuss the foundational principles and theory of crisis communication • Describe the phases of a crisis and theoretical foundations of crisis management • Understand the role of culture and organizational context in crisis communication • Apply crisis communication techniques to real-world cases and be able to evaluate existing real-world communication materials • Complete an in-depth research analysis of one aspect of crisis communication 			
Bibliography:			
<ul style="list-style-type: none"> • Timothy Coombs W, (2015) Ongoing Crisis Communication: Planning, Managing, and Responding, 4th edition, Sage Publications • Fearn-Banks K (2017) Crisis Communications - a casebook approach. Fifth edition. New York: Routledge. • Mike Regester and Judy Larkin (2008) Risk Issues and Crisis Management in Public Relations – A Casebook of Best Practice. Fourth edition. Kogan Page, London. 			