

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

<b>Course Code and Number:</b> CMNS 480		<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>															
<b>Course Full Title:</b> Crisis Communication																	
<b>Course Short Title:</b> (Transcripts only display 30 characters. Departments may recommend a short title if one is needed. If left blank, one will be assigned.)																	
<b>Faculty:</b> Faculty of Humanities		<b>Department (or program if no department):</b> Communications															
<b>Calendar Description:</b> Canadian and international examples are used to explore how to (and how not to) deal with crises and serious challenges to public safety. To do so, this course draws on both theoretical and practical approaches to communicating strategically with diverse audiences in crises.  Note: This course is offered as CMNS 480 and MACS 480. Students may take only one of these for credit.																	
<b>Prerequisites (or NONE):</b>		60 university-level credits, including six credits of lower-level and three credits of upper-level MACs and/or CMNS.															
<b>Corequisites (if applicable, or NONE):</b>																	
<b>Pre/corequisites (if applicable, or NONE):</b>																	
<b>Antirequisite Courses</b> (Cannot be taken for additional credit.) Former course code/number: Cross-listed with: <b>MACS 480</b> Dual-listed with: Equivalent course(s): <b>MACS 480</b> (If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)		<b>Special Topics</b> (Double-click on boxes to select.) This course is offered with different topics: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes (If yes, topic will be recorded when offered.)															
		<b>Independent Study</b> If offered as an Independent Study course, this course may be repeated for further credit: (If yes, topic will be recorded.) <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit															
<b>Typical Structure of Instructional Hours</b> <table border="1"> <tr> <td>Lecture/seminar hours</td> <td>25</td> </tr> <tr> <td>Tutorials/workshops</td> <td>20</td> </tr> <tr> <td>Supervised laboratory hours</td> <td></td> </tr> <tr> <td>Experiential (field experience, practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Supervised online activities</td> <td></td> </tr> <tr> <td>Other contact hours: Student directed learning</td> <td></td> </tr> <tr> <td><b>Total hours</b></td> <td><b>45</b></td> </tr> </table>		Lecture/seminar hours	25	Tutorials/workshops	20	Supervised laboratory hours		Experiential (field experience, practicum, internship, etc.)		Supervised online activities		Other contact hours: Student directed learning		<b>Total hours</b>	<b>45</b>	<b>Transfer Credit</b> Transfer credit already exists: (See <a href="#">bctransferguide.ca</a> .) <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes Submit outline for (re)articulation: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes (If yes, fill in transfer credit form.)	
Lecture/seminar hours	25																
Tutorials/workshops	20																
Supervised laboratory hours																	
Experiential (field experience, practicum, internship, etc.)																	
Supervised online activities																	
Other contact hours: Student directed learning																	
<b>Total hours</b>	<b>45</b>																
		<b>Grading System</b> <input checked="" type="checkbox"/> Letter Grades <input type="checkbox"/> Credit/No Credit															
		<b>Maximum enrolment (for information only):</b> 25 <b>Expected Frequency of Course Offerings:</b> Every other year (Every semester, Fall only, annually, etc.)															
<b>Department / Program Head or Director:</b> Samantha Pattridge		<b>Date approved:</b> March 2021															
<b>Faculty Council approval</b>		<b>Date approved:</b> March 19, 2021															
<b>Dean/Associate VP:</b>		<b>Date approved:</b> March 19, 2021															
<b>Campus-Wide Consultation (CWC)</b>		<b>Date of posting:</b> April 9, 2021															
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> April 23, 2021															

**Learning Outcomes:**

Upon successful completion of this course, students will be able to:

- Discuss the need to monitor the internal and external environments for issues that could potentially lead to a crisis.
- Incorporate issue management in the strategic crisis communication process.
- Explain risk and its impact on crisis communication.
- Describe the communication process in the context of a crisis or disaster.
- Demonstrate the basic requirements of a strategic crisis plan in the current environment.
- Assess how the public and private sectors, including community groups and alliances, use the threat of a crisis to affect policy changes.

**Prior Learning Assessment and Recognition (PLAR)**

☒ Yes      ☐ No, PLAR cannot be awarded for this course because

**Typical Instructional Methods** (*Guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion.*)

May vary by instructor, but typical methods would include: lectures, in-class discussions, group discussions, student-led activities, videos.

**NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.**

**Typical Text(s) and Resource Materials** (*If more space is required, download Supplemental Texts and Resource Materials form.*)

Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1. Coombs, W.T.	Ongoing crisis communication, 5 <sup>th</sup> Ed.	<input type="checkbox"/>	Sage	2019
2. Koerber, D.	Crisis communication in Canada	<input type="checkbox"/>	University of Toronto Press	2017
3.		<input type="checkbox"/>		
4.		<input type="checkbox"/>		

**Required Additional Supplies and Materials** (*Software, hardware, tools, specialized clothing, etc.*)**Typical Evaluation Methods and Weighting**

Final exam:	%	Assignments:	100%	Field experience:	%	Portfolio:	%
Midterm exam:	%	Project:	%	Practicum:	%	Other:	%
Quizzes/tests:	%	Lab work:	%	Shop work:	%	Total:	100%

**Details (if necessary):**

Reading reflection/quizzes	20%
Discussion	10%
Case study	10%
Crisis management plan	35%
Presentation	10%
Reflection	15%

**Typical Course Content and Topics**

This course explores issues surrounding communication in times of crisis. It explores both critical/theoretical approaches and practical/applied approaches to crises and crisis communication.

Week 1	Introduction to what crises are in the context of communications
Week 2	Issue and crisis management framework
Week 3	Managing issues, risks and reputation
Week 4	Crisis mitigation process
Week 5	Crisis and media
Week 6	Crisis plan (part 1)
Week 7	Crisis plan (part 2)
Week 8	Crisis responses
Week 9	Dealing with affected parties following a crisis
Week 10	Crisis evaluation: evolving in the aftermath of a crisis
Week 11	How authorities use crises for commercial and political gain
Week 12	Fear of crises in a risk society
Week 13	Review