Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 634	Crisis Communication Management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	Knowledge obtained in this course will generate a basis on managing crisis situations related to the brands and reputations of the corporations. This course aiming to enhance knowledge and abilities on forecasting, planning, managing, monitoring and evaluation, also intend to develop analytical point of view on crisis and risk situations.
Content	Crisis, Risk and Issues Management Crisis and Risk Communication Management Crisis Management Plan Crisis Communication Strategies Case Studies Crisis management in social media Measurement and Evaluation in Crisis Management

References	Lecture notes. ÇINARLI İnci, Kriz İletişimi: Örnek Vaka Analizleri ile, İstanbul: Beta Yayınları, 2016. LUKASZEWSKI, James E. “Seven Dimensions of Crisis Communication Management: A Strategic Analysis and Planning Model”, Ragan’s Communication Journal, January/February, 1999. ÇINARLI, İnci. “Bir Kriz İletişimi Yönetimi Vaka Analizi: Kaybolan Malezya Havayolları MH370 Sefer Sayılı Uçağı”, Gazi Üniversitesi İletişim Kuram ve Araştırma Dergisi, 38, 2014. PAINE DELAHAYE, Katie. “How to Measure Your Results in Crisis”, (2003), http://www.instituteforpr.com/pdf/HowtoMeasureYourResultsinaCrisis, KatieDelahayePaine2002.pdfIPR, 11.06.2006. ŞİMŞEK NARBAY, Mine. Kriz İletişimi. İstanbul: Nobel Yayınları, 2006. REGESTER, Michael and LARKIN, Judy. Risk Issues and Crisis Management in Public Relations: A Casebook of Best Practice, 4th. ed., London: Kogan Page, 2008. COOMBS, Timothy W. “Crisis Management and Communications”, Institute for Public Relations, 2007. W. Timothy COOMBS ve Sherry J. HOLLADAY (Eds.). The Handbook of Crisis Communication, MA: Wiley and Blackwell, 2012. Robert L. HEATH ve H. Dan O’HAIR (Eds.). Handbook of Risk and Crisis Communication, NY: Routledge, 2010. İnci ÇINARLI. “Bir Kriz İletişimi Yönetimi Vaka Analizi: Kaybolan Malezya Havayolları MH370 Sefer Sayılı Uçağı”, Gazi Üniversitesi İletişim Kuram ve Araştırma Dergisi, S.38, Bahar 2014, pp.95-114. Amiso M. GEORGE ve Cornelius B. PRATT (Eds.). Case Studies in Crisis Communication: International Perspectives on Hits and Misses, NY: Routledge, 2011. Howard J. SHIRE ve Justine KAYAL, “Brand Crisis Management”, INTA Annual Meeting 2006. Niraj DAWAR ve Madan M. PILLUTLA, “Impact of Product-Harm Crises on Brand Equity: The Moderating Role of Consumer Expectations”, Journal of Marketing Research, Vol.37 (May 2000), pp.215-226. Michael REGESTER ve Judy LARKIN. Risk Issues and Crisis Management in Public Relations, 4th ed., London: Kogan Page, 2008. Michael DAHLEN ve Fredrik LANGE. “A Disaster is Contagious: How a Brand in Crisis Affects Other Brand”, Journal of Advertising Research, December 2006, pp.389-397. Otto LERBINGER. The Crisis Manager: Facing Disasters, Conflicts and Failures, 2.Baskı, NY: Routledge, 2012. Timothy L. SELLNOW ve Matthew W. SEEGER. Theorizing Crisis Communication, UK: Wiley&Sons, 2013. Robert R. ULMER, Timothy L. SELLNOW and Matthew W. SEEGER. Effective Crisis Communication: Moving From Crisis to Opportunity, 2.Baskı, California: Sage Publications, 2011. James E. LUKASZEWSKI, “Seven Dimensions of Crisis Communication Management: A Strategic Analysis and Planning Model”, Ragan’s Communication Journal, January/February, 1999. Mine ŞİMŞEK NARBAY, Kriz İletişimi. İstanbul: Nobel Yayınları, 2006. Tamara KAPLAN, “How Effective Public Relations Saved Johnson & Johnson”, http://www.personal.psu.edu/users/w/x/wxk116/tylenol/crisis.html, 10.03.2005.

Theory Topics

Week	Weekly Contents
1	Definition of 'crisis' and conceptualization of the crisis communication and management process / Crisis typology and stages of crisis / Proactive and reactive crisis management
2	Crises et réputation

Week	Weekly Contents
3	Crisis communication theories / Crisis management plan (CMP) / Case studies: Malaysian Airlines MH370, Costa Cruises, BP Mexican Gulf oil spill, Volkswagen AG, Samsung Galaxy Note 7, Boeing 747 Max etc.
4	Media relations and crisis communication / Crisis management for social media
5	Brand crisis management and its effects on brand equity
6	Evaluation of crisis management / Measuring crisis communication performance.
7	Mid-term exam
8	Social media and crisis communication / Case studies of on-line crises
9	Relations between issues management-risk management-crisis management
10	Risk management and risk communication.
11	Presentation of crisis simulations prepared by students
12	Presentation of crisis simulations prepared by students
13	Presentation of crisis simulations prepared by students
14	Presentation of crisis simulations prepared by students