

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPP304-G-2	Crisis and Risk Communication Management	6	2	0	0	2	3

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Bachelor Degree
Objective	The aim of this course is to transmit key information on crisis and risk management and provide an opportunity to practice and also to convey a critical and systematic / analytical perspective.
Content	Crisis, risk and issues management / Theoretical framework and concepts Crisis and risk communication management Crisis communication strategies Case studies Theory of Risk Society
References	Notes de cours. BECK Ulrich, "Living in the World Risk Society", Hubhouse Memorial Public Lecture at LSE, 15 February 2006. BECK Ulrich, Risk Society: Towards a New Modernity, Çev. Mark Ritter, London: Sage Publications, 1992. COOMBS, Timothy W. ve HOLLADAY Sherry J. (ed.). The Handbook of Crisis Communication, Massachusetts, MA: Blackwell. ÇINARLI İnci, Kriz İletişimi: Örnek Vaka Analizleri ile, İstanbul: Beta Yayınları, 2016. DELAHAYE PAINE Katie. "How to Measure Your Results in Crisis", (2003), http://www.instituteforpr.com/pdf/HowtoMeasureYourResultsinaCrisis , KatieDelahayePaine2002.pdfIPR, 11.06.2006. GIDDENS Anthony, "Risk", BBC/Reith Lectures, Hong Kong, 1999. FUREDİ Frank, Korku Kültürü: Risk Almanının Riskleri, Çev. Barış Yıldırım, İstanbul: Ayrıntı Yayınları, 2001. ÇINARLI, İnci. "Bir Kriz İletişimi Yönetimi Vaka Analizi: Kaybolan Malezya Havayolları MH370 Sefer Sayılı Uçağı", Gazi University İletişim Kuram ve Araştırma Dergisi, 38, 2014. ÇINARLI İnci, "Risk İletişimi Açısından SARS (Şiddetli Akut Solunum Sendromu) Salgını", GSÜ İletişim Dergisi, no.2, Haziran 3005. ÇINARLI İnci (ed.), Belirsizlik Toplumu'nun Krizi, İstanbul: Beta Yayınları, 2009. NARBAY ŞİMŞEK Mine. Kriz İletişimi. İstanbul: Nobel Yayınları, 2006.

Theory Topics

Week	Weekly Contents
1	Definition crisis concept / Crisis communication, crisis management
2	Crisis typologies and stages of the crisis / Proactive and reactive communication of the crisis
3	Crisis and corporate reputation / Crises of the 21st century: Case studies
4	Crisis management plan / Crisis communication theories
5	Issues management-risk management- crisis management
6	Crisis response strategies / Case study analysis: Soma mine disaster, BP Mexican Gulf oil spill, Malaysian Airlines MH370, Volkswagen emission crisis etc.
7	Mid-term exam
8	Social media and crisis management / Media relations in crisis communication
9	Evaluating crisis management/ Measuring crisis communication perspective
10	Definition of the risk concept / Risk communication
11	Culture of fear / Risk Society
12	Students' presentations
13	Students' presentations
14	Students' presentations